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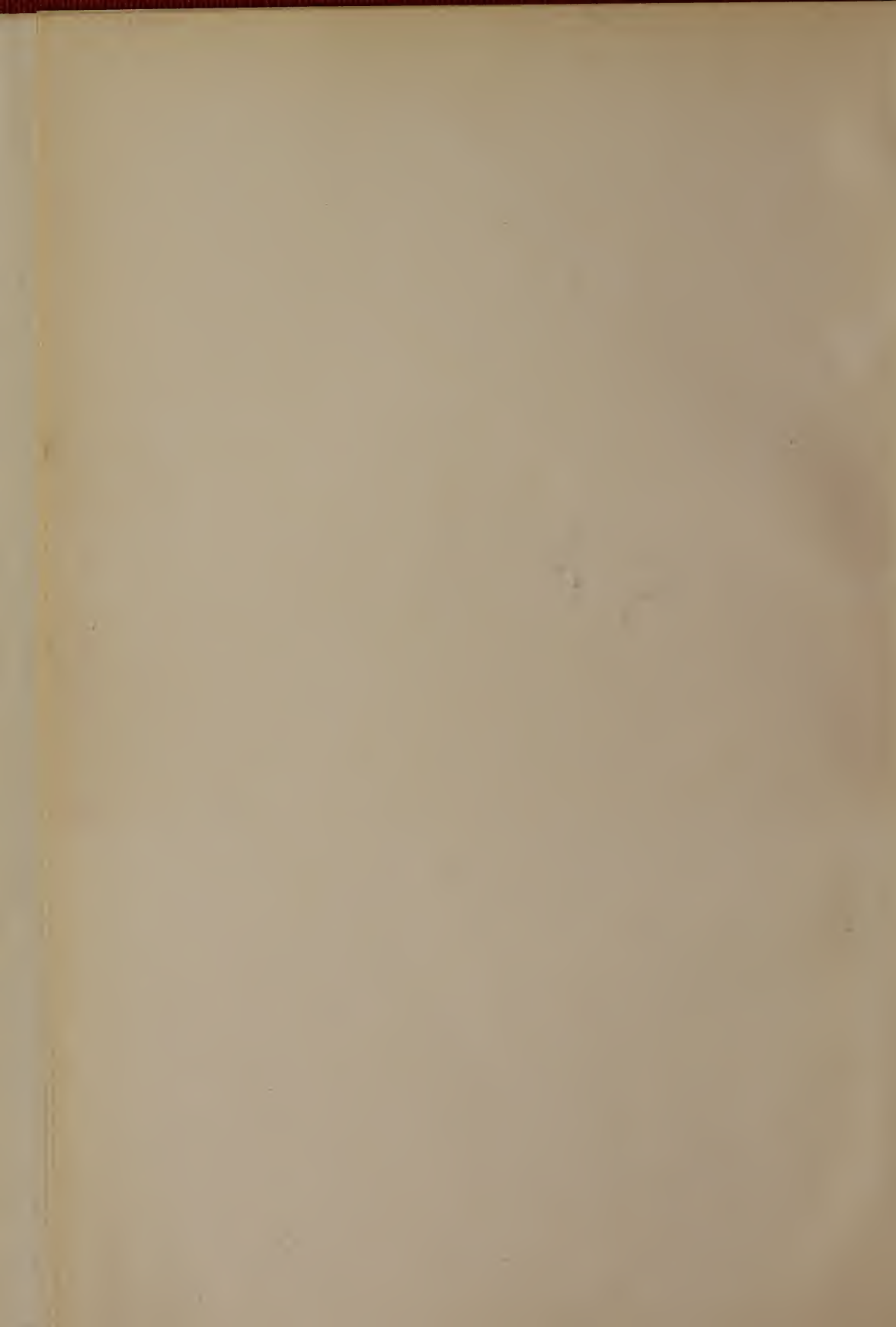


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IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

Bakeries • Beverages • Building Materials • Candies • Chinaware

Department Stores • Drug Products • Farm Supplies • Finance • Furs

Groceries • Home Furnishings • Real Estate • Women's Wear



YOUR BUSINESS AT A GLANCE

An index, classifying by businesses the various articles and services in *Radio Showmanship*. It's the quick way to find out what others in your business field are accomplishing through radio.

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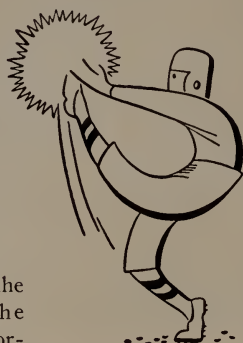
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DEFENSE BONDS BUY TANKS



The tank is to the Army what the tackle is to the forward line of a football team. It is the "break-through." Head-on, it crashes timber, houses, enemy fortifications. Once it has opened the way, the attacking force follows for the "mopping up."

To match the mechanical might of aggressor nations today, America needs thousands of these tanks. They're rolling off the assembly lines now. They cost real money. Every time you buy an \$18.75 Defense Savings Bond or a 10c Defense Savings Stamp you give your country money enough to buy a vital part for another new tank.



Buy **DEFENSE SAVINGS
BONDS and STAMPS**

AT ALL BANKS, POST OFFICES,
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--HEXTREE--

A SHARP chill played Chopin up and down my spine when I heard the deadly news.

I've heard that news before. I've experienced that chill before.

Yes, I remember. It was back in April, 1917.

War was here again. The same tenseness in the air, the same grim determination, the same American spirit flamed anew. War was here, and we were resolved to make the best of it. But there was a difference. Events didn't happen at nine in the morning, at three, at any set time. They were happening every minute of the day and night and *we were aware* of them. Yes, there was a difference and it was *radio*.

Radio brought the war *nearer*, quicker. In fact, so fast were incidents piled up that I had no chance to completely assimilate one before another had taken place.

I felt rather guilty the following Monday night when I first picked up a newspaper. I hadn't read one inch of print since I put aside Blondie at noon Sunday. Yet I knew everything that had occurred: Pearl Harbor had been bombed; the President had made a brief but complete speech to Congress, and Manila had been set afire. I knew all the news, and all I knew, I had heard on the radio. Poor Will Rogers; he certainly wouldn't have liked that.

After the first exciting moments were over and we settled down to carrying out the all-important task before us, I compared, step by step, news the way radio reports it today and news, the way newspapers reported it in 1917.

To me, radio was definitely superior. In fact, the only thing I really missed was the gravel-voiced news hawks fighting the populous with their unintelligible shouting and their ear-splitting "Hextree!"

The Editors



RADIO SHOWMANSHIP and the radio stations all over the country who make this service possible, wish every one of you a very happy and prosperous New Year.





Radio

Fits Pizitz

By E. H. Hunvald, Sales Manager,
Pizitz Department Store, Birmingham

WHEN department store sales managers get into a huddle, there is one topic that inevitably comes into the conversation. Radio! Some use it, and others don't. *We do.* We really believe in radio, for we have seen it work miracles.

The PIZITZ DEPARTMENT STORE began making use of radio when radio was in its infancy. We stayed with it through its adolescence and into its maturity. Each year, we have increased our appropriation. For example: in 1938, PIZITZ spent \$6,000 for radio time; in 1939 the figure was upped to \$12,000, and one year later the radio appropriation was \$18,000. This year we will spend approximately \$30,000 and I would like to predict that next year we will use even more radio time.

While we believe that radio will sell any good idea more quickly and more thoroughly, at less cost than any other advertising medium in existence, I have one word of caution. Radio must be used for a *purpose*. Don't just go on the air and expect miracles. They don't happen that way.

When we began a quarter-hour news program over WBRC at 8:45 A.M. a year ago to promote WINGS shirts, it wasn't just by chance that without any help other than two small newspaper advertisements, radio sold over 15,000 WINGS shirts at \$1.65 each, during the month of December, 1940.

Or, to cite another example: when we opened up a corner of our store for pianos, we turned to radio to help us build up sales. It isn't an accident that today we sell an average of \$10,000 worth of pianos a month.

Our manager for that department plays the piano. So we put him on the air over all three local stations. He bangs

away at a piano, then tells the listening audience all about the instrument before he goes on with another song. A year ago his department consisted of a very small corner of the store. Today, we rent a separate three-story building for the sale of pianos (and musical instruments which we recently added). We conduct piano sales in cities all over the state, using local radio stations to boost our sales.

Luck? Not a bit of it! Results like this occur only when there is a *plan* behind the radio campaign.

Every spot announcement we buy is used for a specific purpose. In the first place, we use them in a campaign over a period of weeks to build up a department or a particular service, and over the past few years we have accumulated every good spot we could acquire.

In the second place, we use a mass of them to back up a sale, a fall opening, Santa's arrival or some other unusual event. For such an occasion every spot

we use regularly, plus all the others we can buy, are thrown into putting over the one idea. And does it ever work!

For ten Christmas seasons, for example, we have daily plugged the arrival of Santa Claus by air. The campaign continues over WBRC from November 1 to Christmas. Santa first radios from the North Pole, then from Nome, Seattle, Denver and St. Louis. Finally, on November 7, he comes to Birmingham by airplane. Every year that Birmingham airport is jammed with 10,000 kids! (And Santa stays on the air for a half-hour each day right up to Christmas Eve.)

But while we buy all the spots we can get, we buy only *good* spots. By this, I mean spots that either precede or follow a program with a large audience. Of the two, we prefer the spot which follows a show with a large audience. The public may be lazy dial twisters, but every last one of them are dial twisters nevertheless. We peg our spots to

On opposite page . . . As this family picture at the Birmingham airport indicates, Edward H. Hunvald takes to the air in more ways than one, finds it smooth sailing.

Below . . . When the PIZITZ DEPARTMENT STORE announced its Quiz Kids show, it had to winnow its way through a field of 1,000 applicants. For the finals held on the stage of the Alabama Theatre, the five brainiest moppets faced a packed audience of 3,000. Tommy McFarland, left, rated best, took all the honors.



PIZITZ Invites You to Listen to Its New Program

"ALABAMA PARADE of TALENT"

Produced by
Jean Grombach



Jean Grombach

is one of the most important figures in radio... head of his own New York company, he has produced more radio shows on the major networks and has employed more writers than perhaps any other single person. These include Alabama's own Helen Clare, Freddie March, Neilson Eddy, Babe Ruth and Mrs. Eleanor Roosevelt.

A West Point graduate, he is now Major Grombach, stationed at Ft. McClellan, Maryland, in order to keep in close contact with the radio. He is highly conversant with the supervisory phase of the program and acts as judge on this new Pizitz program.

WAPI... Sunday ... 3:15 to 4 P. M.

WOULD YOU LIKE TO APPEAR ON THE RADIO?

*We know that Alabama has hundreds of talented men and women, boys and girls. It is our intention, through this new 45-minute program over WAPI every Sunday afternoon, to give these people an opportunity to display their ability by actual performance over the air. It will give the large listening audience and we hope you will be in it! an opportunity to hear the best talent available in our state... dramatic, instrumental, vocal and novelty... to enjoy it and get a thrill as only a person can get from a neighbor's accomplishment and success.

*In granting Maj. Jean Grombach as the producer, assisted by Lionel Baxter, Stuart Mims and the WAPI staff, we believe we have gone further in assisting ambitious radio entrepreneurs in realizing their ambitions than any program of its kind has ever done. We know of no local program in America that presents equal opportunities for a hearing and a sponsorship. There will be prizes awarded on each program. Bill Allen will be master of ceremonies, and if you would like to appear on this program, register in the Frigidore department on Pizitz fifth floor.

Listen to These Other Pizitz Radio Programs
PLEASE NOTE THE MANY NEW TIMES DUE TO DAYLIGHT SAVING TIME CHANGES

DOLLY DALE
WAPI... DAILY ... 10:15 A.M.

Dolly Dale is in charge of our large mail and telephone order world, state and city affairs. It is also conducted by Dolly Dale, staff and in her pleasant manner brings you daily store news, advance information and wise counsel on how you may best benefit from the various activities of Alabama's Largest Store.

WOMEN IN THE NEWS
WSGN... DAILY ... 12:45 P.M.

This five-minute complement to women who are important in world, state and city affairs, it is also conducted by Dolly Dale. Many of the outstanding feminine personages who visit Birmingham are interviewed for you on this program.

MASTER RECORDINGS
WAPI... SUNDAY ... 4 P.M.

A full half hour of the world's finest music, brought to you on RCA-Victor recordings. The world's greatest artists and symphonies sung and played by the world's most consistent musical organizations. With a commentary by Ray Finn.

WAPI COOKING SCHOOL
WAPI... DAILY ... 1:45 P.M.

This program, conducted by Earline Tully, mixes a studio as well as a listening audience. Through its association with Birmingham's largest Frigidore dealer, Pizitz is happy to share in bringing this popular and instructive half hour to you.

NEWS OF EUROPE
WAPI... TUES, THURS, SAT 7 A.M.

Direct from the world's capitals, through the medium of the Columbia Broadcasting System, Pizitz brings you a three times-a-week round-up of the news immediately after it happens and from those points of the world where they are happening.

PIZITZ IS ALABAMA'S LARGEST STORE ... IN EVERY POSSIBLE WAY

**COMING
MAY 10 TO 24
QUIZ
KIDS
Auditions**
Finals From the
Alabama Theater

HIT REVUE
WSGN... 9 A.M. Daily

An attractive choice of the most popular recordings of the day, from Pizitz large and complete stock of records, makes this an interesting program to listen to with all entertainment.

HARRY CHARLES
WAPI and WBERC...

Harry Charles is definitely not the world's greatest talent but he comes close to being the world's greatest game salesman and his unique idea of playing his wits on the air is always good listening. Central radio calls him daily for times.

GOLDEN KEYS
WSGN, Sunday, 5:30 P.M.

Alvin Markham has been on the air many years and his rendition of ballads old and new has won him many faithful friends and listeners.

WINGS' NEWS
WBERC... DAILY ... 9:30 A.M.

Bill McCain, popular news reporter, brings you the news right out of the International News Service wires. When it is 9:30 a.m. in Birmingham, it is 5:30 a.m. in London, when news gathering is at its best. On this program, Pizitz gives a Wings' short treat to some men in the Birmingham district every day.

DR. CLANTON WILLIAMS
WSGN... TUES, THURS, 10 P.M. ...
SUNDAY, 7:30 P.M.

Dr. Williams is Professor of History at the University of Alabama and combines a thorough understanding of world history, a broad grasp of modern and recent events, and a keen sense of the past and a pleasing radio personality that commands the respect and attention of thousands, many of whom consider him the best commentator on the air today, local or national.

LEST WE FORGET
WBERC... SUNDAY ... 12 NOON

Here is American history presented dramatically and yet simply so that young and old can understand and appreciate what stirring events transpired to make this the great country it is. This is truly a thrilling program, presented by a fine cast of dramatic actors.

GUESS WHAT?
WBERC... SUNDAY ... 1:30 P.M.

A new and interesting quiz program, wherein YOU are the only participant. A fine company, headed by Jettie McQuinn, puts the questions to you for 15 minutes and then gives you the answers on the balance of the quarter hour program. It's fun and intellectually stimulating.

THE FAMILY DOCTOR
WBERC... SUNDAY 1 P.M.

Here's there who is the family doctor - the starring line of each week's episode of the life of a typical family doctor in Cadiz, Ohio. The Family Doctor has segments of listener friends, and we invite you to join them tomorrow.

Above ... All Birmingham was reminded of the PIZITZ radio offerings when this three-quarter page ad appeared April 26, 1941, in the AGE-HERALD.

follow such shows as *Jack Benny*, *Take It or Leave It*, *Kaltenborn*, *Elmer Davis*, *Information Please* and the *Ford Sunday Evening Hour*.

Here in Birmingham we have three radio stations, and we use all three almost equally. When we have a radio intention, we decide on the type of program we want and the time we need. Then we go shopping. The station that provides us with the best time gets the business.

A sponsor, to be successful on the air, must give considerable thought to what is the right time for him. The best radio time for us is Sunday afternoon, or on weekdays before 10:00 A.M.

We practice what we preach. On Sunday, for example, listeners over WBRC hear our *House of Dreams* at 12:30 P.M. At 1:30 P.M. they hear our *Guess What Program*, used to promote the Men's Clothing department. (And I might point out that sales here are up 45 percent.) At 2:00 P.M. we put on *The Family Doctor* in the interests of our Prescription department. (Sales are up 40 percent.) These are our Sunday programs on only one station. We have others, too, including a solid hour of classical music.

Of course there is no sure-fire guide to the successful use of radio. We ourselves have tried all types of programs. Some of them have lasted; others we have had to abandon. Once we used a *Parade of Talent*, a Sunday 45-minute show, in which we tried to uncover and give opportunity to Alabama talent. It started off like a house afire. Within a month we received 13,500 letters a week solicited on a "Vote for the Best" basis. It was grand while it lasted, and we broke all records for mail received by any Birmingham station on any radio program in their history. But sad to relate, we ran out of talent. That show is now in temporary retirement.

A radio program need not be pretentious to be an effective sales booster. In fact, most of ours have been rather simple in their plan. But in every case, we slant our programs to boost *some one particular department*. So, for that rea-

No recent convert to the use of radio is Edward Henry Hunvald. Back in 1927, when he was publicity director for Lowenstein's in Memphis, Tenn., he was such a pioneer in the field of radio advertising that on one occasion he claims to have had more performers in the studio than there were families with radio sets.

Because he plays golf, pool, billiards, bridge, chess and rolls a mean ball at bowling, he sometimes wonders how he gets the time and energy for his work.

Avocation: listening to the radio, and all five radios in his home are on constantly. During the programs themselves, his two children, Edward, Jr., 13, and Irene, 16, may raise all the racket they want without arousing the parental wrath. But they have to be quiet as mice for the station breaks; adman Hunvald is on the alert for his commercials, and doesn't want to miss a word of them, come what may.

son, we have separate programs for mail order, men's clothing, basement apparel, prescriptions, the optical department, and the major appliance department, to mention only a few.

Three years ago, our major appliance department did \$25,000 worth of business a year. It will hit \$300,000 this year! Of course not *all* of this is due to radio, but a great deal of it can be attributed to this one medium. Two programs push this department. In *Hit Parade*, the department manager tells about major appliances between recordings. In the second program, John Tuggle, the *Singing Salesman*, sings hymns over WBRC.

Do we believe in radio? At the present time we have 15 different programs. That should answer the question. And we hope to have more in the future. It pays!

Home Reconditioning Sale

Leo M. Bernstein & Co. Sold 2,100 Revitalized

Alvin Q. Ehrlich, Vice-president of Kal Adv

THEY all said it wouldn't work. All of the *real estate experts* in Washington, D. C., said it. First of all, these grey-beards decided you could not build up a *market* for reconditioned homes.

Then they said that you could not sell anything but *small units* over the air. That was in the days when radio was in its infancy, and even automobile dealers had not dared to offer their products over the air.

Both of these *impossible* ideas were a challenge to Leo M. Bernstein, then a starry-eyed graduate just out of school with a diploma in one hand and \$800 cash in the other. (The capital had been saved from a part-time job as a soda-jerker.)

Through the classified business opportunities of a local newspaper he had an opportunity to buy into a rental agency which found apartments and houses for newcomers to Washington for a fee of one-half the first month's rent. It took only two weeks for him to find out that the business was practically all gravy. So instead of putting his \$800 into someone else's business, he invest-

ed the magnificent total of \$38 in second-hand office equipment and went into business for himself. That was in 1932.

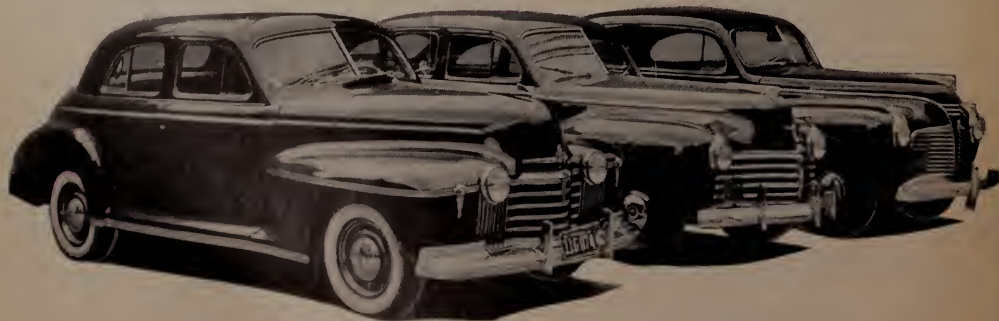
(Mr. Bernstein points out that he was encouraged to take this step by the fact that the only two classifications of business enterprise that then did not require a District of Columbia license were those of real estate operator and undertaker. He had no qualifications for the latter.)

The depression was at its peak. Hundreds of houses built during boom times were coming back on the market. Practically all of them needed a lot of work done to put them into saleable condition again.

What was left of the \$800, and some money borrowed from the banks went into the complete reconditioning of *one*

On opposite page . . . Operation of its own fleet of maintenance trucks results in extra savings which are passed on to clients when they invest in a CERTIFIED LEO M. BERNSTEIN & CO. reconditioned home.

Below . . . A staff of courteous salesmen takes clients to visit LEO M. BERNSTEIN & CO. homes in comfortable, new cars without obligation, to all parts of the city.



Thru the Air

by Radio Writes
Washington, D. C.



single, solitary home. Enough money was withheld to pay for a little bit of advertising. Those were anxious days. If a buyer hadn't come along almost immediately, an infant industry might have died a'borning.

But he came! He saw! And he bought!

The investment and the profit on the first deal went into the purchase and complete reconditioning of more houses. Money was deducted for advertising in every case.

First it was in the newspapers.

Then radio was added to newspaper advertising. Mr. Bernstein figured that if the old-timers were wrong in saying that there was no market for reconditioned houses, they might be wrong about the idea that houses could not be sold over the air. They were *wrong*, and he was *right*.

Then, as now, his entire radio expenditure was confined to spots. Inquiries that were promptly turned into sales began coming in almost immediately.

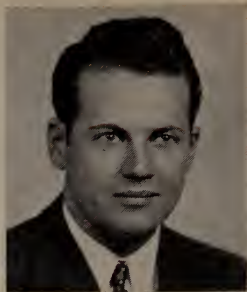
The air-conditioned office building of the LEO M. BERNSTEIN & CO. in Washington, D. C., serves thousands of potential home buyers every year.

Morning and night, daily and Sunday, for example, the LEO M. BERNSTEIN & Co. reaches the WOL audience with its message. And here is one reason why the company is a firm believer in radio advertising: from one Sunday morning announcement on a Hebrew program heard over WOL it received inquiries from people of all nationalities in all walks of life. Other reasons: from several evening announcements adjacent to a news period on this station this real estate firm made sales that were directly traceable to the broadcast. The same is true of its announcements heard on WOL's morning *Musical Clock* program.

With the influx of national defense workers into the city and suburbs of Washington, the problem today has become one of getting around to making



Leo M. Bernstein, the spark-plug president of Leo M. Bernstein & Co., is a member of one of Washington, D. C.'s, oldest families. Proud of that heritage, the youthful, curly-headed president of this progressive real estate firm delves in his spare time into the history of the nation's capital.



Chief hobby: collecting antiques, many of which he finds in the old houses which his company buys. Born in 1914, Mr. Bernstein is himself strictly twentieth century modern.

Other pertinent details: he attended the local schools and Columbus Law University; is a member of the Masonic Order. He is married and the proud brunette papa of two blond sons, Stuart, age 4, and Richard, age 2.

personal calls on all the prospects. A constantly increasing radio audience continues to swamp the office with inquiries as a direct result of these radio spot announcements.

In a little over ten years since the time the president of the company, Leo M. Bernstein, first found out that there were Plat Books for determining property ownership, the company has grown until now it occupies its own air-conditioned building; its own warehouse, and its own storage yards. All materials are bought in wholesale quantities, thereby eliminating brokerage and middlemen's profits. All of the reconditioning work (subject to the personal inspection of Mr. Bernstein) is done by the salaried staff of the company.

Now what have been the results?

In a little over ten years, LEO M.

BERNSTEIN & Co. has sold more than 2,100 reconditioned houses in all parts of the metropolitan area. Any day of the week the home-seeker may walk into the company offices, and from city plats and photographs of more than 150 homes select a home of any size, type or price, in any section of the city. It's as easy as ordering from a mail order catalogue.

If nothing on file suits a client, the company will find one for him in his favorite location. The house will be submitted "as-is," and the prospective buyer may select the things he wants done. Company experts point out other things that probably need doing, but which are visible only to the trained eye. The interior and even the exterior will be redesigned and reconstructed to suit the purchaser. And since the work is done by the company's own staff with materials supplied at wholesale cost, these savings are passed on to the would-be home owner.

The LEO M. BERNSTEIN & Co. operates on department store methods. Willingness to exchange small profits for large volume is the secret of its success.

Out of the reconditioning service has grown a complete real estate service. In addition to the buying and selling of reconditioned homes, LEO M. BERNSTEIN & Co. has taken on the management of all types of properties: the *real estate department* consists of many houses and business properties; the *rental service* employs the services of numerous trained rental agents and maintenance experts. All administrative affairs, repairs, maintenance, rentals, the handling of tax matters, securing reductions of assessments, securing of public utilities, financing and refinancing are handled by a staff of more than 40 experts. No bonuses or profits are permitted on financing operations.

Today, almost the entire advertising of the company is over the air. Not a day goes by without the message of the company being heard over at least one of Washington's six stations. And it all happened because Leo M. Bernstein took two ideas that *wouldn't work* and *made them work!*

Candy Quiz Is Good Biz

6,000 Phone Calls, 5,000 Letters, 40% Business Increase Says
Morel Elmer, Sales Manager for the Elmer Candy Co., New Orleans

FIVE brothers were seated around the conference table. Had someone stepped to the door and asked "Where's Elmer?" the brothers would have asked "Which Elmer?" The five brothers were August, Alphonse, Lennie, Oscar and myself.

The brothers had met to crack a very tough nut. Business was rolling along about as usual, but the brothers weren't satisfied. Business should be better; *it could be made to improve, but how?* "Let's develop a radio program," one of us said, "a Sunday show in which we feature riddles and talk about GOLD BRICKS."

The brothers had had many previous experiences with advertising, but the range of effectiveness from good to bad was so great that the thought of investing money in advertising was almost terrifying.

And then Oscar Elmer hit upon a sound and basic thought. "All right," he said, "call in our advertising agency, WALKER SAUSSY, INC., and tell them that we will spend so much per box. You know how many boxes we are making per month now. Multiply that by our advertising assessment per box and then buy what time you can for that money."

Time was bought on a Sunday afternoon on WWL. The *Elmer Riddle Man* had his first appearance. As the program was then planned, he announced a riddle. To the first person telephoning the correct answer to WWL went five pounds of GOLD BRICKS.

The offer was dynamite! Six thousand calls tried to come through the Raymond exchange of the local telephone

company within a few minutes. Fuses were blown, and the exchange paralyzed.

In the face of telephone company protests, the program was repeated the following Sunday. Again the fuses at the Raymond exchange were blown. Such was the beginnings for this Sunday

Below . . . Ed Hoerner and a contestant. Tagged "Genial Gigantic Gentleman" by fans of ELMER'S Jingle Jamboree, emcee Hoerner weighs 215 pounds, stands six feet, three inches. He is the director, writer and emcee in the ELMER CANDY CO. show.



afternoon radio feature woven around the public's interest in riddles.

And the ELMER cash register really began to click! Sales of GOLD BRICKS doubled and redoubled.

Then from all over New Orleans came requests from men, women and children to attend a broadcast of the *Elmer Riddle Man*. New plans were made. The quarter-hour featuring the *Elmer Riddle Man* grew into a half-hour known as the *Jingle Jamboree*.

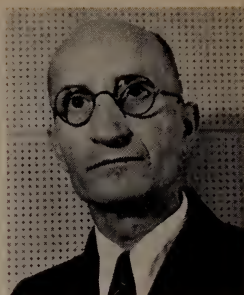
Quiz shows became popular. From riddles, the *Elmer Jamboree* moved into a quiz program. Boxes of GOLD BRICKS were offered to radio listeners who sent in useable questions. Boxes upon boxes of GOLD BRICKS went to contestants who answered the questions correctly. All who attended the broadcasts were presented with a GOLD BRICK as a gift.

Summer arrived and with it came an anticipated slump in candy sales. Public interest in the *Elmer Jamboree*, however, grew even with the coming of the slack candy season, and the five Elmers decided to go through the summer.

The crowds enjoyed the show. They yelled for more at the end of each broadcast. A special 30 minutes of studio fun was inaugurated to follow the regular broadcast. Summer sales soared, reaching as high as 100 percent over the previous summer. As many as 5,000 letters per week were addressed to the *Elmer Jamboree*.

Great was our rejoicing; after sponsoring the show for 63 consecutive weeks, we had experienced a 40 percent busi-

Bespectacled, baldish Morel Miller 'Elmer, shown above, managed a faint smile for the birdie when he sat for the first photograph he has had taken in 20 years. No heavy-weight, adman Elmer doesn't weigh over 120 pounds, but those 120 pounds are 120 pounds of energy and action.



He comes by his sweet-tooth naturally; since 1914 has been sales and advertising manager for the business established by his grandfather 86 years ago.

He is one of five brothers, and is a dyed-in-the-wool family man himself. Two sons in the army help explain his insistence that service men be brought up as contestants for the Elmer radio program. Other indications of his interest in the men in khaki: Elmer's Service Kit candy package. Two other sons and two daughters round out the quota of the Morel Elmer younger generation.

ness increase. New sales territories had been opened up in all parts of the United States. Our products were on sale from Coast to Coast. Thanks, radio!

Below . . . Average studio audience attendance for Jingle Jamboree for the past year is in excess of 700 with each show pulling three to four thousand letters. Does the audience like the show? Note the smiles.



This China Egg Hatched

How a 4,000% Business Increase Was Achieved in a Decade Is Told by Ernest J. Ronal, General Manager of the Ohio China Co., Monroe, Mich.

*Let me live in a house by the side
of the road*

Where the race of men go by . . .

RALPH F. KNUITL, merchandise manager of the OHIO CHINA Co., and I might almost consider that our theme song. We have done just that! On occasion, we have worked twenty hours a day; we have even lived on the premises. And radio, plus plenty of hard work, have achieved a modern miracle. In ten short years that same "place by the side of the road" has experienced a 4,000 percent increase in business.

Back in August, 1931, the OHIO CHINA Co. was organized. It consisted of a single room and a small stock of china and glassware. Location: Telegraph Road between Toledo and Detroit, Mich. Including ourselves, there were 11 employees.

Everyone advised against the venture. A business in such a location simply *could not* prosper. Business was exceptionally poor; it could hardly have been at a lower ebb. But we were sure that there were tremendous possibilities in the chinaware business *if the proper advertising medium were used*. At the outset, however, our main concern was to keep our heads above water. It was sink or swim, and we were determined to swim.

Our faith was justified. Eight months after we first set up shop, we built the red brick building that is our present home. We also started buying radio time. It certainly was a lucky combination.

Business started rolling in. Each year has seen greater business increases. Today the company employs 32 men. Its volume of business is *42 times as great as* when we were



Good taste and artful display are one of the characteristics of the showrooms. China is set on snowy white tablecloths. Mirrors are used as background for merchandise display purposes.

first established. Our original contention that there were tremen-

dous possibilities in the chinaware business if the right advertising medium were used has been more than justified. *Radio is that medium for us*, and we advertise exclusively by radio. It was so in the beginning, and it still is.

We may not be the largest users of radio time; our program may not be the most pretentious, but at least we have set up some sort of a record for con-

sistency. After all, back in 1932, radio itself *wasn't long out of short pants*.

At the present time, our five-minute program is heard five times a week over WSPD, Tuesday through Saturday. This conversational, around-the-table chat program, *Table Talk*, has been broadcast at 8:45 A.M. over WSPD for three years.

The announcer opens the program with a casual, chatty commercial suggesting styles and colors for the home. And in his comment, the WSPD listener is made to feel that it is *her* home, not just *anybody's* home. Patterns and colors of featured chinaware or glassware are described in the same intimate way in the closing commercial.

The middle part of the program is devoted to a chapter in the development of fine chinaware. Women not only like to own fine chinaware, but they also like to know about its history.

Women are our principle clients, of course. It is they who like to have lovely things in their homes. The men, for the most part, are merely willing to pamper their wives in their feminine desire for dishes and glassware. So naturally, the program is slanted at the women listeners. Interesting details about chinaware from the early Chinese to the present compose the bulk of the program. Copy is prepared by the WSPD continuity department from authentic library sources.

And chinaware does have a history! A fascinating one. A ceramic art of great

beauty and finish flourished in ancient China. A few specimens of Chinese porcelain found their way to Europe during the fourteenth and fifteenth century.

Later various East India companies flooded Europe with their colorful importations from China. Western potters then set about to imitate it. It was done with much success, particularly in the little town of Delft, Holland. And Delft is another link in the history of chinaware.

Equally interesting to our listeners are fragments in the history of glassware.

"'Tis a concrete of salt and sand or stone. 'Tis artificial. It melts in a strong fire. When melted 'tis tenacious and sticks together. 'Tis ductile whilst red-hot, and fashionable into any form, and it may be blown into a hollowness."

So wrote Christopher Meritt, in *The Art of Glass*, printed in 1662.

Such little items help us sell modern chinaware. A piece of china is more than a dish. It is an object with a past. Emphasis on this fact gives clients additional reasons for wanting to own fine chinaware. We ourselves are proud both of America's part in the development of china, and of our merchandise. We aim to pass on that same pride to our listeners.

Perhaps the formula sounds simple. It is. But it works.

This modern one-story red brick building with its gray slate roof is the home of the OHIO CHINA CO., retailers of chinaware and glassware, located on Telegraph Road between Toledo and Detroit.





Selling vs. Popular Appeal

By Tod Williams

CONTRARY to popular opinion, one does not need to be a sibyl, crouching on a rock, to pick a *selling* program.

Before going on, however, let us call your attention to the sharp differentiation between a *selling* program and a *popular* program.

This is vitally important. While it is only human nature for the man who pays the bills to want a program that is widely discussed, it is more important to have a show that will move the merchandise.

And strange as it seems, countless minor programs with a comparatively small rating are doing a whale of a job. On the other hand, sad as it is to chronicle the news, several programs with magnificent ratings are far from sellers.

Now that we've got that point straight, let us continue.

For purposes of illustration, let us assume that you are a food retailer who is going into radio for the first time. (The same theory will apply to any selling group, so follow along.)

Before you even so much as look at a time schedule, or harken to the blandishments of the station salesman, set up two points in your own mind. *First*: What audience do you want to reach? *Second*: What type of program will reach this group consistently?

Take the example of the BERKELEY MUSIC HOUSE as reported in the September issue of RS. Owner O. M. Smith wanted to reach an audience that purchases MUSIC OF THE MASTERS on records. With that fixed in his mind, he selected time and played music that would appeal to the man and woman he wished to attract to his shop. According to his own figures he stepped his record business in this particular line from \$2,000 to \$10,000 annually.

Note the example I mentioned in the November issue of a Minneapolis institution that increased its income from \$30,000 to \$125,000 annually.

These are but two instances where a sponsor *first* considered what audience he wanted to reach, and what would appeal to that audience.

Now let's get back to our original premise. You are a food retailer. Such being the case, you would most logically seek a feminine audience, because they are the girls who are going to buy the bulk of your merchandise.

Now is the time to start looking at schedules. Consider your own market carefully. What time do the men-folk go to work? What time do the children leave for school? Are you appealing to a feminine audience that will be in the laundry room, making beds or doing other "noisy" housework at the time you wish to reach them? Is the spot offered to you opposing some well-established and very popular local or network program? There are dozens of other important factors, but if you'll start with these, you'll start picking up the rest by yourself.

I know of one sponsor who went to incredible lengths to find out listening habits in a large mid-western city. One of his most important bits of information came from the local transportation company. From them he learned that

the average ride is 29 minutes long; the average worker reports on his job at eight o'clock. This prospective sponsor wanted to reach a feminine audience to sell a dairy product. So taking the information at hand into consideration, he found that by-and-large, Mrs. Housewife was ready to sit down and relax from the chore of getting pop and the kids out of the way about 7:30 in the morning. He found that he had some competition from opposing stations, but nothing serious. So he bought the 7:30 to 7:45 spot and put in a news program slanted for the women.

And how it clicked!

But here's the sequel that shows what is one man's meat is another's poison. This same sponsor wanted to reach an audience just beyond the listening area of the station he was using. So he made arrangements to hook in a station in that smaller community and feed the same news program.

On paper, it looked elegant. The program had sold tremendously in the larger city; ergo: it would do the same in the smaller town.

And how it flopped!

The sponsor did not take all factors into consideration as he did on the first setup. In the smaller city, the men did not go to work until 8:30 or 9:00. Schools opened at 8:45. And most everyone walked or drove to work—a matter of a few minutes. At 7:30 when *city housewives* were eager to get the morning news, *rural women* were just beginning to set the table and put the coffeepot on the stove. They had no time for radio messages.

Had the sponsor investigated, he would have found that this was a spot that would have reached the men. Subsequently, a tire and service station took over the 7:30 spot on the small city station and did a whale of a job.

Keep that example in mind.

Now that you've decided on the time of your program, it's the next logical step to select the type of entertainment.

And never lose sight of the fact that *radio advertising is entertainment*.

The best types of morning programs which will appeal to the feminine contingent fall into broad categories: straight musical, serial dramas, and easy-to-listen-to banter that can be followed as the household tasks are performed.

Best afternoon programs are again musical, the philosophical counsellor who works against a carefully woven pattern of gentle music, the interview type of program and the *instructor* show.

In selecting the program you wish to purvey your wares, carefully consider again what will be opposing you. If there is a box-topper on another station or two, you should feel fairly safe with a musical.

Talk over your situation with the talent that will appear on your program. Have the individual or entire cast (if you're going to be lavish) appreciate what you want to put across. And then give them a free hand. They'll work ten times as hard for you; and the harder they work, the better your program.

As I said a moment ago, when you begin to use radio you're in the theatre business. But profit by those who have gone before you. Don't let personal preferences ride too high.

Remember Jack Benny was fired by one sponsor because Mrs. Sponsor liked organ music better. The sponsor still takes an aspirin every time he recalls what he let slip through his fingers.

Better to adopt the attitude of one merchant who *refused* the salesman's plea to come to the studio and make some suggestions to the cast. Replied the sponsor, "Those folks know *their* business; I know *mine*. They're moving stock off my shelves, why should I presume to tell them anything."

To sum up: *A selling program is one that moves merchandise*. And to get a selling program observe the simple basic rules of what, who, and how.

How A City Toots Its Horn

Clarence W. Finkle, Jr., President of the Chamber of Commerce
in Clifton, N. J., Boosts Radio as a Means of Selling a City

MEMBERS of the CHAMBER OF COMMERCE of Clifton, N. J., were gathered a few months ago at one of our weekly meetings. They were perplexed.

The U. S. Census of 1940 gave Clifton a population of 48,723. According to John Mikulik, executive secretary, there were now more than 52,000 people living in the city. Through September for the year 1941 there was more than

\$2,000,000 worth of private building, including homes for 400 families. A \$750,000 defense home development built by the federal government had just been completed. While the population had almost doubled since 1920 and Clifton is the third largest city by area in the state, there was still ample room for controlled growth in population.

How to exploit the many advantages of Clifton and how best to tell other people about them were the reasons for our perplexity.

Members of the CHAMBER OF COMMERCE looked at the record. A survey showed that most newcomers to Clifton had moved either from nearby New Jersey communities, or from New York City, some 15 miles away.

Some one remembered that the six New England states, represented by an organization known as the NEW ENGLAND COUNCIL, had sponsored a radio show a few years ago designed to attract summer tourists. Why, then, wouldn't it be feasible to attract home-seekers to Clifton by means of a radio program?

We took our problem to Edward Codel, station manager for WPAT, a new radio outlet in nearby Paterson, N. J. The result was *Clifton on the Air*, a half-hour program heard every Sunday afternoon.

All the participants, with the exception of the WPAT announcer, are residents of Clifton. Members of the CHAMBER OF COMMERCE pay for the program by subscriptions, and every industrial concern in the city is behind the program.

The program is introduced by its own theme song, a march entitled *Cliftonia*

Pleasant-faced Clarence William Finkle, Jr., was born in Jersey City. The son of well-to-do parents, he moved to Clifton at the age of six. When Clarence was finishing high school, his father (who had been a successful promotor of sporting events in New Jersey in the C. C. Pyle tradition of the gay 90's) suffered a number of financial setbacks.

The boy had to put his shoulder to the wheel and earn his own livelihood. During his first years in high school his father had given him two horses, and to earn pocket-money he had delivered merchandise for Clifton merchants after school hours. When his father's fortune was lost, Clarence's horses and carts took on greater importance. He went into the trucking business in earnest.

Today, he is president of the Passaic Terminal and Transportation Co. which operates a fleet of 76 trucks and is one of the largest motor transportation concerns in the East. Two younger brothers are also officers of the company.



Members of the CHAMBER OF COMMERCE staged a banquet on the eve of the first broadcast. In the above photo are (seated, left to right): Alvin Berger of the New Jersey State CHAMBER OF COMMERCE; Glenn Gardiner, OPM official and principal speaker of the evening; former District Court Judge Maurice Karp. (Standing, left to right): Rufus Rittenhouse, cashier of the CLIFTON TRUST CO.; Clarence W. Finkle, Jr., president of the CHAMBER OF COMMERCE; John R. Parian, chairman of the dinner; James W. Leis, former president of the Clifton, N. J., CHAMBER OF COMMERCE.

which was especially written for the broadcasts and is now the official song for the city. Music is furnished by an a capella choir of school children.

Each week three people are interviewed on various aspects of life in Clifton. Housewives, laborers, bank executives, stenographers, clerks and businessmen all sing the praises of our city. Special attention is paid to the geographical aspect, so that each of the three persons comes from a different section.

At the conclusion of each interview, the person who has just been interrogated is asked a "quiz" question. An appropriate merchandise prize is given by some Clifton merchant for a correct answer. An incorrect answer nets the person interviewed two tickets to a local movie house. (Each week different merchants participate in this phase of the program, giving the merchandise in exchange for the air-plug.)

Interviews and music over, there is a

three-minute talk by a city official on such subjects as taxation, sanitation, hospitalization or transportation facilities.

Since there are some 80 industrial organizations in the city, tribute is paid on every second program to one of them, either by a reading or a dramatization. These same concerns, which include such nationally known ones as the CURTISS-WRIGHT CORPORATION (PROPELLER DIVISION), the JULIUS FORSTMANN WOOLEN MILLS, the RICHARDSON SCALE CO., the ATHENIA STEEL Co. and the MAGOR CAR CORPORATION, have helped us publicize the show by means of placards on their bulletin boards.

No longer is our CHAMBER OF COMMERCE perplexed. We feel that we have found the best possible way of selling our city to the greatest number of people. A city's residential and industrial advantages *can* be extolled with *splendid results* through the medium of radio.



AIRING THE NEW

All the available data on new radio programs. No result figures, as yet, but worth reading about!

Beverages

FAMOUS FATHERS What do Gabriel Heatter, Otis Skinner, Dave Elman, Deems Taylor, Lowell Thomas, Lauritz Melchior and Colonel Theodore Roosevelt have in common? All are *Famous Fathers*.

*Brothers and sisters have I none,
But that man's father
Is my father's son.*

That childhood riddle might almost be the theme song of this quarter-hour transcription series heard each Monday evening over KYA, San Francisco, Cal., for EAGLE VINEYARDS, makers of EAGLE AND BARONET wines.

A noted personality who is a parent is interviewed on each broadcast and some of the outstanding episodes in that person's life are dramatized.

From "living with father" as the star and co-author of *Life with Father*, to emceeing *Famous Fathers* goes Howard Lindsay, New York actor.

Promotion: advertisements in the *Pacific Coast Review*, food and beverage trade publication; *Coast* magazine, a consumer publication; *San Francisco Life*, the SUPER GROCER newsheet, and a weekly two-inch ad in the *San Francisco Examiner*. Courtesy announcements and card displays for dealers were also used.

AIR FAX: Script writers of this quarter-hour transcribed series produced by the Kermit-Raymond Corporation, N. Y., are Julie Berns and Walter Hart.

First Broadcast: August 18, 1941.

Broadcast Schedule: Monday, 7:45-8:00 P.M. (PST).

Preceded By: News.

Followed By: Evening Concert.

Sponsor: Eagle Vineyards.

Station: KYA, San Francisco, Cal.

Power: 5,000 watts.

Population: 637,212.

COMMENT: For the sponsor with a limited budget who wants his show to compete with expensive net work talent, a transcription series warrants investigation. This new show has the advantage of featuring an accomplished actor and celebrities generally known on a subject of universal interest—parenthood.

Beverages

FARM HOUSE Everything the farmer and the farmer's wife want in the way of radio entertainment is provided for them in a full hour program over WOWO, Fort Wayne, Ind. Market schedules, hillbilly music, and news are dished up by SCHELLINGER BREWING CO., ARRID DEODORANT and CUTICURA SOAP, six days a week. Extension editors and county agents from Purdue and Ohio State universities present information of interest to rural communities. On alternate days, Triple A officials discuss farm problems with representative farmers in the area.

The cooperatively-sponsored program is divided into 10-minute periods. Emcee Tom Wheeler, a farm paper editor for 33 years, also presents a daily farm commentary.

Promotion: a half-page advertisement in the *Indiana Farmer's Guide* (the paper formerly edited by emcee Wheeler) told the rural folk about the new program. A series of ads in the *Fort Wayne News-Sentinel* also featured the kindly, folksy announcer.

AIR FAX: A daily participating program divided into 10-minute periods.

First Broadcast: September 29, 1941.

Broadcast Schedule: Monday through Saturday, 11:45 A.M.-12:45 P.M.

Preceded By: Monday through Friday, Hearts in Harmony; Saturday, Call of Youth, NBC sustaining.

Followed By: Monday, Wednesday, Friday, Hey! Mr. Motorist, local safety program; Tuesday and Thursday, Novelty Time, transcribed local feature; Saturday, NBC network sustaining.

Sponsor: Arrid Deodorant, Cuticura Soap, Kamm &

Schellinger Brewing Corp.
Station: WOWO, Fort Wayne, Ind.
Power: 50,000 watts.
Population: 117,246.

COMMENT: Farmers, being the largest single buying group in this country, are naturally the target of many radio shows. Today, there is a marked tendency to group locally sponsored shows addressed to rural people into one participating program, give this special audience a full hour program of particular interest to them.

Sporting Goods

UP-SKI A generation ago, skis, ice skates and other outdoor sports equipment were high on the Christmas stocking lists of moppets, or were the stock-in-trade of professionals, but an average adult who indulged in such shenanigans would have had his pate examined.

Today, it is a different story. Sports are taking more people than ever before to the out-of-doors, and the newest pet of sports enthusiasts is skiing. Merchants now specialize in skis, poles, boots, weather-proofed jackets and other paraphernalia essential to the skier.

Capitalizing on this latest fad is DEMPSEY & KELLY, sporting goods store in Oakland, Cal., whose wintertime volume depends upon its ski business. Because *Up-Ski* had been a successful KROW sustaining feature last year, DEMPSEY & KELLY took its first plunge into radio, found the water fine. *Up-Ski* is heard over KROW each Thursday at 8:15 P.M.

Snow conditions as well as hotel, lodge and transportation accommodations are discussed in this informal, round-the-stove chat. Skis, equipment, gadgets and how to use them, and tips on how to improve and perfect skiing form are also highlighted. Interviews with well-known professionals or with debutantes and others whose names make news round out the show.

AIR FAX: Sponsor Austin Kelly is his own announcer.
First Broadcast: November 6, 1941.
Broadcast Schedule: Thursday, 8:15-8:30 P.M.
Preceded By: News.
Followed By: Hockey.

Sponsor: Dempsey & Kelly, sporting goods.
Station: KROW, Oakland, Cal.
Power: 5,000 watts.
Population: 432,898.

COMMENT: For a sponsor such as DEMPSEY & KELLY whose volume depends upon reaching a *particular* market, the elimination of *waste coverage* is essential. A show that is aimed at a specific market may have fewer total listeners, but certainly, it has more buyers per listener. (For pic, see *Showmanship*, p. 28.)

Sustaining

LET'S LEARN MUSIC A European street vendor singing arias from grand opera is fact, not a movie sequence. For centuries, music has been the heritage of the common man in the Old Country. The pioneer American was too busy grubbing stumps to waste his breath in song. Educators have long lamented that his modern counterpart is apt to be more interested in the latest baseball scores than in musical scores.

For 8,000 moppets in the Nashville public schools it is a different story. *Let's Learn Music*, a WSIX sustaining feature, reaches pupils in the first five grades in all of Nashville's elementary schools.

Instruction in music is given by Catherine Warren, supervisor of music in the city schools. In addition to Miss Warren's vocal lessons, music is played by Frank Bobo, WSIX staff pianist. Some Victor records are also used.

AIR FAX: *First Broadcast:* October 6, 1941.
Broadcast Schedule: Monday through Thursday, 9:30-9:45 A.M.; Friday, 10:15-10:30 A.M.
Preceded By: WSIX Program Schedule.
Followed By: Cheer Up Gang, MBS sustaining.
Station: WSIX, Nashville, Tenn.
Power: 250 watts.
Population: 184,353.

COMMENT: More and more the realization grows that radio can do more than *entertain*. It can also do more than *educate*. It can also *serve*. Here is a service feature which reaches all classes of people. That it has the backing of the city's public school system is a splendid recommendation.



SPECIAL PROMOTION

Short radio promotions that run but a day, a week, or a month yet leave an impression that lasts the year around.

Finance

GOLDEN JUBILEE When CENTRAL BANK of Oakland, Cal., lighted birthday candles for its fiftieth birthday, it celebrated the event with a commemorative broadcast from a special platform erected in the lobby of the bank.

Women employees blossomed out in golden corsages, and 1,000 well-wishers turned out to do the birthday honors. Father Time turned back the clock and pointed a finger at a spot on the calendar that was 1891! It was merely yesterday for the venerable old man with the white beard. For CENTRAL BANK, it represented 50 years of service.

Honored was Herman Sagehorn, the bank's oldest employee. On the job the day the bank opened in 1891, he has been with it ever since. Also kowtowed to was Robert Delzell, one of the bank's oldest depositors. *Other features of the half-hour broadcast:* the introduction of Carl F. Wentz, president of CENTRAL BANK, and an address by Dr. John F. Slavich, Oakland's mayor. City Father Slavich had an ace up his sleeve; his father was one of the original stockholders in the bank.

Musical entertainers dressed in the garb of the gay 90's put spectators and participants in a reminiscent mood. Recounted were incidents of the early days.

AIR FAX: Broadcast Schedule: October 15, 2:30-3:00 P.M. (PST).

Preceded By: Musical Soiree.

Followed By: Ted Malone.

Sponsor: Central Bank.

Station: KGO, San Francisco, Cal.

Power: 10,000 watts.

Population: 637,212.

Agency: Emil Reinhardt.



COMMENT: Excellent builder of goodwill is a commemorative broadcast of this kind. CENTRAL BANK gave itself a pat on the back, increased its prestige in a dignified and effective way. (For pic, see *Showmanscoops*, p. 29.)

Merchants' Associations

MONTANA BOOSTERS January 1 rings in a New Year for the rest of the nation. For KGIR and the State of Montana it has for the past three years, marked the start of the Annual Booster campaign. Promotion is carried on almost entirely through the medium of radio.

Since its inception in 1938, the campaign has averaged 500 letters a month with mail running as high as 7,000 in peak months. Postmarks bear the imprint of every state in the United States, all Canadian provinces and many foreign countries.

From New Zealand and Australia come 30 to 40 letters monthly.

Each campaign runs at least six months. Radio program is heard Friday afternoons and Saturday nights in the early Spring. During the summer months, program is heard every afternoon and on Saturday nights. On all broadcasts, there are spot announcements for commercial establishments who sign up as *Montana Boosters*.

Hour-long afternoon shows feature transcribed music and historical information. A telephone quiz makes listeners put on their thinking caps. Quiztestants who know their Montana, and answer correctly questions on Montana

history, agriculture, mining, cattle industry, and celebrities are awarded prizes by the *Booster* firms.

Booster firms receive display cards and large copper colored window stickers. On the program, listeners are told to watch for the firms with the large Teepee stickers in the window. Firms pay cost of souvenir material and radio time; all sell *Montana Booster* souvenirs in their shops.

Idea behind the show: to get Montana people to write to friends outside the state inviting them to come to Montana for their vacations. *Hook*: a 16 page booklet of poems and colored drawings that are rich in the tradition that is Montana. Listeners buy two booklets for two-bits with a third for them to keep. Each signs a pledge to send two of the booklets to friends in other parts of the country. In 1941, 100,000 booklets were distributed.

Other promotion: auto stickers on copper colored paper.

Says Ed B. Craney, KGIR station manager: "There are two things that advertise Montana above all else; copper and the pictures painted by Charlie Russell, a famous cowboy who lived out here in the great open spaces. Each year we have used Charlie Russell pictures in the booklet *Shorty's Saloon*, and each year we have used something of copper."

AIRFAX: KGIR is entirely responsible for the entire *Montana Booster* campaign. Programs are carried simultaneously on KPFA, Helena, and KRBM, Bozeman.

First Broadcast: 1938.

Sponsor: Easton Photo; Seven Up Ranch; others.

Station: KGIR, Butte, Mont.

Power: 5,000 watts.

Population: 67,883.

COMMENT: For a State or a community which has no organized tourist association, here is a splendid idea. Give-aways are an excellent means of checking on the listener appeal of such radio programs. Nothing to sneeze at are the 100,000 booklets distributed in a single year.



PROOF O' THE PUDDING

Results from radio programs, based on sales, mails, surveys, long runs, the growth of the business itself.

Beverages

STRIKES AND SPARES A ten-strike for FOREST CITY BREWING Co., makers of WALDORF RED BAND BEER is this unique program devoted to bowling, ever-popular indoor sport for men and women.

Since the program is aired indirectly under the auspices of the BOWLING PROPRIETOR'S ASSOCIATION, most of the proprietors of bowling establishments have put in the sponsor's product. Result: nearly 100 new retail outlets for WALDORF BEER.

Frame-by-frame descriptions of matches direct from the alleys, and interviews with men and women bowlers from establishments throughout the city attract an estimated 25,000 bowlers in Northeastern Ohio.

King-pin commentator, Sam Levine announces the latest local and national bowling news as well as high scores in league competition during the day and evening. Nearly 30 reporters scattered throughout the metropolitan area phone in the top-flight scores.

AIR FAX: Emcee Levine is also editor of Kegler, official organ of the Bowling Proprietors' Association. *Hook*: excellent publicity among the 12,000 readers of the magazine.

First Broadcast: September 22, 1941.

Broadcast Schedule: Monday, Wednesday, Friday, 11:15-11:30 P.M.

Preceded By: News.

Followed By: Bill Mundy's Orchestra.

Sponsor: Forest City Brewing Co.

Station: WHK, Cleveland, O.

Power: 5,000 watts.

Population: 1,111,449.

Agency: Lustig Advertising Agency.

COMMENT: Many a would-be sponsor of a bowling program might pause,

wonder how to pay for a show with obvious audience limitations. From FOREST CITY BREWING Co. comes a neat answer for budget-minded sponsors. With nearly 100 new retail outlets for WALDORF BEER, the program was a paying proposition for the sponsor from the start.

Groceries

KITCHEN OF THE AIR If the way to a man's heart is through his stomach then by proxy, Mrs. Farrell is one of the best loved persons in Indiana. Recipes, as well as new and better ways to serve food are the backbone of her program heard five times a week over WFBM, Indianapolis, Ind. Her appeal is directed at the woman who must manage her home on a budget.

On a recent broadcast, Mrs. Farrell announced that she would send a Holiday fruit-cake recipe to any listener writing in. Response to the less-than-one-minute announcement: 200 requests. The same announcement was repeated the following day in fewer words than a Western Union telegram. Result? Four hundred requests in two days.

CONTINENTAL BAKING Co., using the *Kitchen of the Air* as their only advertising medium in the Indianapolis territory for TWINKIES, experienced a sales increase of more than 500 percent by volume. It was the only general advertising medium used when JUNKET put QUICK FUDGE MIX on the Indianapolis market. Both chain and independent store distribution was obtained. The SCOTT PAPER Co. was an old friend in 1939. It still gets sales through this program.

AIR FAX: Recipes and menu planning are the highlights of this half-hour participating show.

First Broadcast: January, 1934.

Broadcast Schedule: Monday through Friday, 8:15-8:45 A.M.



Preceded By: Transcribed music.

Followed By: Stories America Loves.

Sponsor: Calumet Baking Powder; Junket; Mrs. Grass' Noodle Soup; Milnut; Red Star Yeast and Scott Paper Co.

Station: WFBM, Indianapolis, Ind.

Power: 5,000 watts.

Population: 422,666.

COMMENT: For the sponsor debating the merits of a participation show compared with regular spot announcements, consider this point: the prestige of the woman personality conducting the program carries over to your company and to your product.

SAMPLE SCRIPT AVAILABLE.

Home Furnishings

WOMEN'S 580 CLUB 22,500 women were added to the potential clientele of four non-competitive sponsors of the *Women's 580 Club* in less than a year! Membership costs nothing, but each member agrees to buy the sponsor's product whenever possible. Program is heard five times a week over WCHS, Charleston, W. Va. Further advantages come from a questionnaire answered by each of the 22,500 members.

When Uncle Sam hoisted questions of a personal nature on to the shoulders of his 1942 census takers, loud were the squawks from every U. S. outpost. No protests were heard when equally personal questions were asked by participating sponsors on this show.

Effort expended in collecting the information is nil; when new members are added to the club's rostrum, each answers the questionnaire. The housewife gives her preferences in bread and flour, her name, birthday, address, husband's occupation, make and age of automobile, refrigerator, washing machine and cook stove, and name of favorite department store. **Result:** valuable data for each of the sponsors who sell consider-

able amounts of merchandise on the installment basis.

Special promotion: an annual free picnic at which some 3,000 picnickers receive pop, balloons and crackerjacks. Men, women and children also run races, eat doughnuts off a string and what-have-you to compete for \$150 in prizes. Members are also invited to studio parties, served with two and a half hours of entertainment plus refreshments.

AIRFAX: Recipes, birthday and wedding anniversary greetings, and a daily transcribed hymn are the airdiet prescribed for members of the club.

First Broadcast: January 25, 1939.

Broadcast Schedule: Monday through Friday, 3:45-4:30 P.M.

Preceded By: CBS Press News.

Followed By: CBS Press News.

Sponsors: Cavender Furniture Co. (installment store); Collins Department Store (credit clothing for men, women and children); O. J. Morrison Co. (for Electrolux Refrigerators); Magic Manufacturing Co. (Washing Solution).

Station: WCHS, Charleston, W. Va.

Power: 5,000 watts.

Population: 80,996.

COMMENT: Resistance to sales appeal for high cost merchandise (usually sold on the installment basis) is at its lowest when a prospect is in actual need of the household equipment. Not always does the sponsor know when this *psychological moment* arrives. Sponsors on this show are provided with an easy way to acquire just such information. The pledge to buy sponsors' products whenever possible also has its psychological advantage.

Women's Wear

STYLE TRENDS *News Flash:* A national representative of one of the leading furriers in the United States is here at NELMS AND BLUM today to advise customers.

That *Style Trends* announcement made on one program sold merchandise valued at more than \$2,000 in one day for its sponsor. It was the banner-head in this five-minute news program heard six times a week over WJPR, Greenville, Miss.

NELMS AND BLUM, a store for women, with a department (Tot to Teen) for

children, slants its news program at feminine listeners. Featured are news items of especial interest to the ladies. Each Saturday morning Aunt Peg takes over for the kiddies with a story for them and a message to their mothers from the Tot to Teen department. Commercials are usually of an institutional nature.

Special Promotion: tags on all city telephone directories call attention to the show.

Mrs. L. A. White, advertising manager and super-saleslady for NELMS AND BLUM is heard on *Style Trends* following her seasonal visits to the New York markets. Listeners are told of styles-to-come, given a peak into what the store has for them in the season ahead.



Mrs. L. A. (La) White

La White (as she is known to style-wise listeners in the Delta) found that the show had it. *Result:* a renewal contract for another year effective Nov. 17.

AIRFAX: While it is supplemented from other sources, most of the program material is gathered from the United Press news

feature, *The Woman's World*.

First Broadcast: November, 1939.

Broadcast Schedule: Monday through Saturday, 8:30-8:35 A.M.

Preceded By: Telephone quiz.

Followed By: Music.

Sponsor: Nelms and Blum.

Station: WJPR, Greenville, Miss.

Power: 250 watts.

Population: 20,000.

COMMENT: With morning newspapers everywhere on the wane (Chicago to the contrary), people turn more and more to radio to pick up the threads in the complicated world of today. That such programs may be successfully slanted at women is indicated by the experience of NELMS AND BLUM. Wisely, this sponsor has timed the show to catch the housewife early in the morning before she has made her plans for the day.

YOURS FOR THE ASKING

Address: Radio Showmanship, Showmanship Bldg., 11th at Glenwood, Minneapolis, Minn.

Please enclose 10 cents in stamps for each script to cover the cost of mailing and handling.

SAMPLE SCRIPTS AVAILABLE

Automobiles—Mr. Yes and No (see Sept., '40, p. 32).
Auto Supplies—Jack, the Tire Expert (see May, '41, p. 135).
Bakeries—Musical Arithmetic (see Feb., '41, p. 72).
Bakeries—Southern Plantation (see Sept., '41, p. 289).
Bakeries—Toasts to Bread (see Dec., '41, p. 386).
Beverages—Pigskin Prevue (see Ju., '41, p. 222).
Building Materials—Homers at Home (see Feb., '41, p. 58).
Chambers of Commerce—Clifton on the Air (see Jan., '42, p. 19).
Chiropractic—The Good Health Program (see Mar.-Apr., '41, pp. 110, 112).
Dairy Products—Junior Town (see Dec., '41, p. 136).
Dairy Products—Kiddie Quiz (see Ju., '41, p. 214).
Dairy Products—Young American's Club (see Nov., '40, p. 110).
Dairy Products—Wealth on Wheels (see Nov., '41, p. 361).
Department Stores—Hardytime (see Sept., '40, p. 35).
Department Stores—The Pollard Program (see Aug., '41, p. 238).
Department Stores—Woman's Hour (see June, '41, p. 178).
Department Stores—Down Santa Claus Lane (see Oct., '41, p. 326).
Department Stores—Billie the Brownie (see Oct., '41, p. 318).
Department Stores—The Waker-Uppers (see Dec., '41, p. 379).
Drug Stores—Five Years Ago Today (see Dec., '40, p. 146).
Farm Supplies—Feed Lot Question Box (see Nov., '41, p. 359).
Finance—Jumping Frog Jubilee (see Aug., '41, p. 253).
Finance—Saga of Savannah (see June, '41, p. 187).
Finance—Something to Think About (see Aug., '41, p. 245).
Flowers—An Orchid to You (see Sept., '40, p. 35).
Fuel—Smoke Rings (see Dec., '40, p. 126).
Furs—Cocktail Hour (see Aug., '41, p. 258).
Furs—Hello Gorgeous (see Jan., '42, p. 32).
Gasoline—Home Town Editor (see Oct., '40, pp. 73, 74).
Gasoline—PDQ Quiz Court (see Dec., '40, p. 134).
Groceries—Food Stamp Quiz (see Sept., '40, p. 33).
Groceries—Matrimonial Market Basket (see Dec., '40, p. 154).

Groceries—Mystery Melody (see Sept., '41, p. 290).
Groceries—Mystree Tunes (see June, '41, p. 163).
Groceries (Wholesale)—Hoxie Fruit Reporter (see Jan., '41, p. 34).
Groceries (Wholesale)—Market Melodies (see Oct., '40, pp. 73, 74).
Groceries (Wholesale)—Women's Newsreel of the Air (see Oct., '40, p. 63).
Groceries (Wholesale)—Kitchen of the Air (see Jan., '42, p. 25).
Hardware Stores—Dr. Fixit (see Nov., '41, p. 360).
Laundries—Rock-a-bye Lady (see Feb., '41, p. 47).
Men's Wear—Hats Off (see June, '41, pp. 178, 183).
Music Stores—Kiddies' Revue (see Oct., '41, p. 306).
Optometry—Good Morning, Neighbors (see Jan., '41, p. 35).
Shoes—Campus Reporters (see Aug., '41, p. 251).
Shoes—Mr. Fixer (see June, '41, p. 148).
Sporting Goods—Alley Dust (see June, '41, p. 177).
Sustaining—Calling All Camps (see Oct., '41, p. 310).
Women's Wear—Melodies and Fashions (see Nov., '40, p. 112).

SAMPLE TRANSCRIPTIONS

Betty and Bob (see Oct., '40, p. 53).
 Captains of Industry (see Sept., '41, p. 284).
 Cinnamon Bear (see Oct., '41, p. 315).
 Dearest Mother (see Nov., '41, p. 354).
 The Enemy Within (see Jan., '41, p. 18).
 The Face of the War (see May, '41, p. 125).
 Fun With Music (see June, '41, p. 162).
 Getting the Most Out of Life Today (see Ju., '41, p. 196).
 Little by Little House (see May, '41, p. 128).
 Mama Bloom's Brood (see Aug., '41, p. 248).
 Pinocchio (see Sept., '40, p. 11).
 Secret Agent K-7 (see Sept., '40, p. 35).
 Sonny Tabor (see May, '41, p. 140).
 Superman (see Sept., '41, p. 271).
 Sunday Players (see Dec., '41, p. 388).
 Stella Unger (see Feb., '41, p. 56).
 Streamlined Fairy Tales (see Mar.-Apr., '41, p. 90).
 Twilight Tales (see Dec., '41, p. 382).



SHOWMANSCOOPS

RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote their radio programs. If you wish photographs returned, please include self-addressed, stamped envelope.



Left . . . Austin Kelly, sponsor of the Dempsey & Kelly *Up-Ski* program heard over KROW interviews green-as-grass ski novice Virginia Haig, radio singer. Ski-master Kelly's program is chock-full of news relative to this wintertime sport. (For story, see *Airing the News*, p. 22.)

Below . . . Purely promotional was the KIL0 (formerly KFJM) entry in the Grand Forks, No. Dak., Model T Derby. The highly decorated red, yellow, blue, green and orange car was driven by drivers James Shelton, shown above, and George Chance. They waddled through the streets for several weeks previous to the racing event to promote various advertisers' products. It also served as a studio remote car.





*Above . . . H. W. Files (left), vice president in charge of sales and advertising for Pillsbury Flour Mills, and four employees unveil a picture of Walter Patterson, star of the *Musical Mill Wheel*, new Pillsbury show over WTCN, Minneapolis.*



Left . . . For six years, Joe Doakes (Lyle Harvey in real life), has sold Hubbard Milling's Sunshine Concentrate over WMT, Cedar Rapids, Iowa.

*Below . . . NBC Knickerbocker Quartette backs up songstress Ruth Sprague at the Golden Jubilee program of Central Bank, Oakland, Cal. (For story, see *Special Promotion*, p. 23.)*



WHAT THE PROGRAM DID FOR ME

This is the businessman's own department. Radio advertisers are invited to exchange results and reactions of radio programs for their mutual benefit. Address all letters to *What the Program Did for Me*, Radio Showmanship, 11th at Glenwood, Minneapolis, Minn.



Drug Products

STARKIST-CROSLEY CONTESTS "During 1940 and the first part of 1941, we presented eight individual STARKIST-CROSLEY CONTESTS advertising STARKIST FLOTATION TOOTHPASTE. Crosley merchandise was given away as prizes. We used KMAC in San Antonio, Tex., with a series of six spot announcements daily including Sunday.

"These contests consisted of taking the three words STARKIST FLOTATION TOOTHPASTE, and coining as many words as possible from them. For example, for the contest ending Christmas Eve, 1940, we awarded a \$189.95 CROSLEY SHELVDOR REFRIGERATOR to the person sending in the longest list of words meaning Christmas gifts coined from our brand name.

"As a special daily prize, we gave away one- and two-pound boxes of MARTHA WASHINGTON CANDY for the best entry.

"Another of our contests was called the *Count the Carton Contest*, giving \$800 worth of CROSLEY merchandise for the five best counts of the number of cartons in a huge pile displayed in the San Antonio CROSLEY Co. show window. In the same contest, the best *daily* entry won a 12-pound turkey.

"On all of the eight contests, each entry was required to enclose a STARKIST carton.

"Sales increase on STARKIST stimulated by these contests made STARKIST one of the first four toothpastes in the San Antonio market. Additional dealer distribution in outlying towns was also secured.

"Contests of a similar nature are be-

ing conducted this year, using NORGE merchandise.

"The only advertising copy in the announcements consisted of the phrase *Make Your Kiss Sweeter Tonight with Starkist, America's Fastest Growing Toothpaste.*"

HOWARD W. DAVIS
Advertising Manager
The Starkist Co.
San Antonio, Tex.

AIR FAX: Starkist sales are between 12 and 13 times the volume of 1939. Weekly mail-pull: approximately 1100 cartons. Printed entry blanks are not required but are available at all Crosley dealers in San Antonio.

First Broadcast: 1939.

Broadcast Schedule: Six spot announcements daily, including Sunday.

Sponsor: Starkist Co.

Station: KMAC, San Antonio, Tex.

Power: 250 watts.

Population: 254,562.

COMMENT: Sales increases are the *final test* for any radio promotion. That STARKIST has become one of the first four toothpastes in the San Antonio area indicates that the STARKIST formula *works*. Contests of this kind are of particular interest in that they entail a minimum of promotional expense.

Building Materials

DREAM HOUSE "We are engaged in the manufacture and sale of lumber, millwork, heating, plumbing, cement products, hardware, and in short, everything for a home.

"The program in its present form consists of 30 minutes of dance music, the only local program of that type on the air at that hour. The first titles were selected on the basis of whether they were applicable to the program idea.

However, this resulted in a certain forcing and straining, and the idea has been abandoned to some extent.

"We have made a point on the show of soliciting mail inquiries by offering free booklets and literature, and the volume of replies has been very satisfactory. A typical Sunday program will result in approximately 200 specific requests.

"While the present show is this company's first venture into radio advertising, we are convinced that radio can do a job for this type of business. We are now working on plans for a program more specifically tied in with the problems of building or remodeling a home. Since almost every family has at some time or another gone through this ex-



perience, we feel that it is one that can be effectively dramatized through the medium of radio.

PAUL FOLEY
*Advertising Manager
Currier Lumber Co.
Detroit, Mich.*

AIR FAX: Commercial copy gives suggestions as to how homes may be improved by the products of the Currier Lumber Co.
First Broadcast: August 3, 1941.
Broadcast Schedule: Sunday, 1:15-1:30 P.M.
Preceded By: American Radio Warblers.
Followed By: Lutheran Hour.
Sponsor: Currier Lumber Co., Detroit, Mich.
Station: CKLW, Windsor, Can.
Power: 5,000 watts.
Population: 98,179.

COMMENT: The experience of CURRIER LUMBER Co. is an oft-told tale. Sponsor took its first venture into radio, is now working on plans for a more pretentious program.



SHOWMANSHIP IN ACTION

Those *extra* promotions and merchandising stunts that lift a program out of the ordinary.

Bakeries

JUNGE AMATEUR HOUR Hollywood or bust is the motto of contestants on the *Junge Amateur Hour* heard weekly over KGGF. In addition to the two grand prizes of all-expense trips to this mecca of most actors and entertainers, there are three weekly cash prizes offered to tap dancers, singers, musicians, impersonators and others who appear on the program.

Talent is selected at an audition period the morning before the show is presented. Minimum age limit: ten years. Contestants have entered from a radius of 275 miles.

Flanking the show is a ten-piece band which supplies accompaniment and fill-in music. Ozzie Osborne wields the baton. Emcee is Dick Campbell, KGGF program director and chief announcer. Before the broadcast, the orchestra plays a 15-minute swing concert.

Program is built along institutional lines. Although JUNGE BAKING Co. manufactures many bakery products, bread is the feature item.

Promotion: a motion picture trailer run every afternoon and evening; window card advertising and placard displays. Boasts Nolan Junge, sponsor's advertising manager: "Sales have skyrocketed!"

AIR FAX: Broadcast from the stage of the FOX-MIDLAND theatre, the show is run in connection with the regular feature picture.
First Broadcast: October 20, 1940.
Broadcast Schedule: Sunday, 1:45-2:45 P.M.
Preceded By: Transcribed Music.
Followed By: Transcribed Music.
Sponsor: Junge Baking Co.

Station: KGGF, Coffeyville, Ka.
Power: 5,000 watts.
Population: 20,000.

COMMENT: The public loves a good show; amateurs have proved they can provide it. (Witness the success of *Major Bowes*.) Such a program locally produced has a good chance for success if it can draw its talent from a sufficiently large area to provide an ample supply of good entertainers. Usually good prizes attract good performers.

Furs

HELLO GORGEOUS Well versed in the art of making friends and influencing customers is J. Russof, advertising manager for the HOUSE OF MORRIS GOLD, Philadelphia, Pa., furrier. By means of verse, sponsor sells mink coats, persian lamb, sable-dyed muskrat and other furs to its air audience.

Program consists of Hawaiian music and one rhymed commercial read to a musical background in the middle of the show. Only other words spoken during the program are the opening and closing announcements which are also rhymed.

Doubling in brass is WIBG's promotion manager, Rupe Werling, who is also the show's poet laureate.

AIR FAX: Music featured is the records of the *Paradise Island Trio*.

First Broadcast: September 1, 1941.

Broadcast Schedule: Monday through Saturday, 4:30-4:45 P.M.

Preceded By: Danceland.

Followed By: Station Sign-off.

Sponsor: House of Morris Gold, Philadelphia, Pa.

Station: WIBG, Glenside, Pa.

Power: 1,000 watts.

COMMENT: Loud is the listener's lament when commercials intrude too much into a program. Here is one way of sugar-coating the commercial message, making it not only palatable but actually enjoyable.

SAMPLE SCRIPT AVAILABLE.

Home Furnishings

NEWSCAST Bombs, bombers and battleships! War zones! The battle of Russia! Trouble with Japan! For most people these world problems are just so much confusion. An easy way to keep track of these fast-moving events is made

available, by the GRANITE FURNITURE *Newscast* heard six days a week over KDYL, Salt Lake City, Utah.

Listeners are offered a new *International Radio News Map* in four colors prepared by the famous map-makers, RAND McNALLY. This up-to-the-minute map, two by three feet in size, shows in detail every point on the globe. Axis occupations, British conquests, Japanese influence and many other important details are also given. For a thin dime, listeners get the map plus a folder on the strategy of geography, and a calendar of world events from 1935 to the present.

In merchandising the map offered during each daily broadcast over KDYL, every attempt is made to tie-in GRANITE FURNITURE with the giveaway. And of the first 500 requests for maps, 95 percent were addressed to the sponsor. Several hundred persons have also called at the GRANITE FURNITURE store in Salt Lake City to receive maps, although no mention was made on the program that maps were available there.

Offer is being plugged through every medium available to the sponsor: *first*, direct plugs on the newscasts; *second*, GRANITE stores are bannered with large, lithographed posters; *third*, stickers on all letterheads and statements; *fourth*, envelopes imprinted with details of the offer, and *fifth*, special sales meetings to acquaint sales force with the plan.

AIR FAX: KDYL utilizes United Press and International News Service, with all copy handled through the KDYL News Bureau.

First Broadcast: September 29, 1941.

Broadcast Schedule: Monday through Saturday, 10:30-10:45 A.M. (MST).

Preceded By: Monday and Friday, For Housewives Only; Tuesday, Wednesday and Thursday, Local Participating; Saturday, Quiz for Kids.

Followed By: Monday through Friday, Road of Life; Saturday, KDYL Farm and Home Hour.

Sponsor: Granite Furniture Co.

Station: KDYL, Salt Lake City, Utah.

Power: 5,000 watts.

Population: 145,267.

COMMENT: While straight newscasts are definitely successful, some sponsors have found that *extra merchandising effort* is both worthwhile and effective. Through the medium of this campaign, GRANITE FURNITURE has definitely identified itself with its news program.

TRENDS

A rating of program patterns based on a special survey of outstanding, locally sponsored radio programs throughout the country. Let the TREND of these ratings, month to month, be your guide to better buying.

PROGRAM RATINGS, NOVEMBER, 1941

Type	Rating	Last Month	1 Month Change	Last Year	1 Year Change
MUSIC	.314	.317	-.003	.360	-.046
NEWS	.208	.212	-.004	.200	+.008
QUIZ	.120	.125	-.005	.090	+.030
TALKS	.097	.092	+.005	NO RATING
INTERVIEWS	.086	.083	+.003	NO RATING
SPORTS	.070	.066	+.004	.070
COMEDY	.057	.057060	-.003
DRAMA	.048	.048070	-.022
TOTAL	1.000	1.000			



GROUPS	Men	1 Mo. Change	Women	1 Mo. Change	Children	1 Mo. Change
Music	.276	+.001	.336	-.007	.322
News	.265	-.006	.199	-.003	.091	+.003
Quiz	.116	-.005	.116	-.004	.149	-.005
Talks	.070134	+.007	.054	+.008
Interviews	.072	+.002	.092	+.004	.104	-.003
Sports	.124	+.007	.031	+.003	.052	+.001
Comedy	.044054104	+.002
Drama	.033	+.001	.038124	-.006

HAVE NEWS PROGRAMS REACHED THEIR PEAK?

A year ago, on these pages, we debated the question of whether news programs had reached their highest possible average. At that time, *news* had jumped 30 points in three months. Our conclusion then was as follows:

"No program whose interest varies so closely with life itself can be accurately forecast, but on the basis of TRENDS, we can hardly conclude that news has reached its peak."

"On the contrary, the coming year should find more and better locally-sponsored news shows on the air."

That was the way we foresaw the future, one year ago. And the prediction came true. The rating of *news* increased constantly all through the year, and it hit a new high in August, 1941.

But, something has happened since then. In the last three months, the rating of *news* has dropped 16 points. (In spite of that, *news* is still 8 points above its last year's mark.)

Now, once again we are faced with the same question, but under entirely different circumstances.

The interest in *news* shows is higher than ever, but there are more *news* shows today on the air, and interest must therefore be divided. Competition has become intense. The top-notch *news*



AMERICA'S BIGGEST LITTLE RADIO SHOW!

It's a series of 260 5-minute scripts (with about 1½ minutes allowed for commercials) that is selling more merchandise and services than any other 5-minute radio show in the country! Minimum contract is for 65 episodes. Available to only one sponsor in a city.

This is not a transcribed series—but is used as a “live” program, requiring only one man and announcer for production. The copy tie-up with the title enables sponsors to give audiences “something to think about” their product and services, and drive the message home.

Some of the sponsors include:

DENTYNE GUM

Station WLW.....5 times weekly.

MERCHANTS & EMPLOYES BANK

Station KTRH.....5 times weekly.

SINCLAIR OIL PRODUCTS

Station WFMD.....5 times weekly.

Station WSFA.....5 times weekly.

HONOLULU FINANCE & THRIFT CO.

Station KGMB.....5 times weekly.

PAUL BROTHERS OLDSMOBILE CO.

Station WINX.....3 times weekly.

VINCENNES FEDERAL SAVINGS & LOAN

Station WOAV.....5 times weekly.

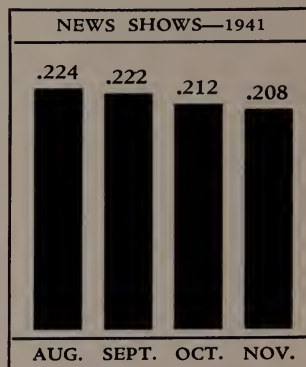
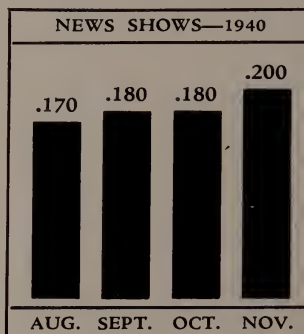
Write for sample scripts and full data, including combination rate-card order-form. If you want results from radio at low cost — investigate “SOMETHING TO THINK ABOUT!”

SPECIAL FEATURES SYNDICATE

563 Northwestern National Bank Bldg.
MINNEAPOLIS, MINNESOTA

shows are holding their audience; the average productions are losing out.

It simply means that if you are planning to buy a *news* show, buy a little more carefully. Not every *news* show is going to click the minute it reaches the air, but yours *will* if you have a little patience and add a promotional touch or two that will heighten interest.



WHAT ABOUT SPORTS?

Ratings of *sports* programs have remained very constant during the past year. In November, 1940, a rating of .070 was matched exactly this November.

The sports, themselves, shift by the season. In winter, it's basketball and hockey; in spring, it's baseball, etc. But, it seems that this shift does not materially affect the seasonal averages of the locally-sponsored radio *sports* shows. The complete spread by seasons was only three points.

Winter (Nov. thru Jan.)067 aver. rating
Spring (March thru May)070 aver. rating
Summer (June thru Aug.)068 aver. rating
Autumn (Sept. thru Nov.)068 aver. rating

At Your Fingertips

RADIO SHOWMANSHIP



MAGAZINE FILE

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
400 ROCKEFELLER PLAZA, NEW YORK, N.Y.

BINDER

Holds 18 magazines. The convenient, compact method of

keeping your copies in permanent, chronological order.

Order today. Use the coupon below. Only \$1.50 postpaid.

RADIO SHOWMANSHIP MAGAZINE
ELEVENTH AT GLENWOOD AVENUE
MINNEAPOLIS, MINNESOTA

Gentlemen:

Send me ☐ copies of the Radio Showmanship Magazine File Binders, at \$1.50 per binder, postage paid. Check enclosed ☐. Bill me later ☐.

Name

Address

Company

Position

City.....State.....

Go ahead and cut out the coupon! Don't worry about ruining the magazine cover; we'll send you a new copy for your file.



BY JACK DONAGHY, JR.

SHOWMANSHIP: E. W. Lane, founder of the Progressive Optical Co., presents his philosophy of the adequacy of low prices, saying: "I have increased the price index of Progressive Progressive glasses by 14 percent per year, and at the same time reduced advertising costs by 10 percent."

S Showmanship



FEBRUARY 1942

25c

20c IN CANADA

NATIONAL BROADCASTING COMPANY,
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

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Men's Wear • Mortuaries • Optometry • 3 Pages About Army Shows



PUBLIC SERVICE FEATURES



MORE THAN A MAGAZINE

A SERVICE



YOUR BUSINESS AT A GLANCE

An index, classifying by businesses the various articles and services in *Radio Showmanship*. It's the quick way to find out what others in your business field are accomplishing through radio.

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Wouldn't you like to present
THESE FASCINATING PEOPLE
on Your Radio Station?



DINAH SHORE



TONY SARG



ALEXANDER DE SEVERSKY



IRINA BARONOVA

39 Names-in-the-News appear on

WHO'S NEWS

—new NBC Recorded Program

In each program, George Romilly chats informally with one of America's leaders in the arts, sciences, business, sports, music or the entertainment world. Rube Goldberg, for instance, describes his invention for getting rid of olive pits at cocktail parties. Alexander de Seversky tells of America's needs in aviation. Admiral Richard E. Byrd—Leopold Stokowski—Alice Duer Miller—Walter Duranty—Dr. George Gallup . . . these are only a few of the personalities!

This 39-program series is designed for use as a three-a-week, five-minute feature—or it can be used to high-spot longer programs.

Ask your local radio station to arrange an audition—or write for information.



NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

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WAR AND RADIO

ANY first-aid student will tell you that in case of accident the important thing to look for immediately is *shock*. Often the actual physical injury is slight, yet there is a complete agitation of the emotional and mental sensibilities.

Most of us went through a period of *shock* the past two months. Some haven't recovered yet.

Shock, you know, is a state of inaction, inertia. We're powerless to move; we lie still and let the world roll by.

Some of us went so far as to immediately cancel all our advertising, to cease strenuous selling effort in the belief that people weren't in the mood to buy.

The one thing we seem to have forgotten is that *shock* is a temporary state. People have gone back to work again in spirit as well as in body. Life is normal once more. Only the *normal* has changed entirely.

From a peace-time economy, we've passed in less than two months into a war-time economy. War-time, of all times, is not a period of inaction. There are important jobs to be done, and we must do them faster and better than we've ever done them before.

Naturally, we must adjust ourselves to the new *normal*. Among other things, we must take inventory of our business methods, discard the unimportant, increase the essential. Just like those big U. S. dive bombers, our business tactics must be streamlined for maximum efficiency.

Radio fits into this new war-time economy, fits better than it ever did before. Just how important a part it will ultimately play is still a matter of conjecture. We lack precedent! We lack facts! With this in mind, the editors of SHOWMANSHIP are enclosing a short post card questionnaire which promises to find a small part of the answer. By discovering the extent to which businessmen will advertise during the coming year, doesn't necessarily prove *how* they should advertise. But it does give us a foundation from which to work. 1942 will supply the rest of the answer.

The Editors



Milita

Public Service Features

John G. Hunter, Arundel



COMPANY *ten-shun!* Forward march for the ARUNDEL *Military Matinee!* A full half-hour of music, song and good fun is the ARUNDEL ICE CREAM COMPANY'S contribution to national defense.

Along with the problems of national defense and aid to Britain is the equally grave problem of keeping up the morale of the men in uniform. As the result of our experience with *Military Matinee*, we feel that sponsors of radio shows can definitely do their part toward maintaining morale in this period of emergency. And by so doing, these businessmen will not only increase their prestige, but create additional sales volume as well.

Our latest radio campaign using the ARUNDEL *Military Matinee* with all of its various merchandising angles seems to be headed for an even greater success than we have ever had in the past. Not only are we building a real following among the radio audience in Baltimore for our program and for our advertising message, but we have the added feeling that our campaign is one which is performing a real public service. We are constantly getting evidence of the public's appreciation for our latest efforts in radio advertising.

Right here, I would like to make a point. Audience appreciation which interprets itself in sales, in my opinion, can be had in very few media other than radio.

While we discovered the values of radio



M Matinee

Increase Prestige, Says o.'s Advertising Manager

advertising only three years ago, we have uncovered new merchandising possibilities each year. This last October, we were more determined than ever to obtain the best possible results from the medium. We wanted something timely, and something that performed a real public service. Many ideas were formulated and discarded before we hit upon *Military Matinee*.

Parenthetically, I should like to point out that we don't pull our punches during the slack season of the wintertime months. Since our plant has all it can do to turn out ice cream to supply the demand during the summer months, we slack up on our campaign during that season, and during the busy months use only a series of daily announcements of an institutional nature. When Old Man Winter hits, we turn on the steam.

This year, it is *Military Matinee*, a public service type of program using the same half-hour period on Sunday afternoon which we have used each of the three previous seasons over WFBR.

The program itself consists of a hostess, an emcee and a full 14-piece orchestra. The big feature of the show is a spot for interviews with two or three

of the men in uniform gathered in the studio.

A blanket invitation is extended to all service men who care to attend a studio broadcast. From the turn-out for each broadcast, we know we don't need any special inducement to get the soldier boys to come to the show, but we have made it a practice to invite every man in the studio who comes in uniform to stop with a friend at any one of the 27 ARUNDEL stores for a generous portion of ARUNDEL ICE CREAM.

And since there are so many soldiers, sailors and marines on week-end leave in Baltimore who are strangers to the city, we have also formed the ARUNDEL *Home Guard Club*. There are two ways by which listeners may become members: (1) free entry blanks are available at all our stores, and those who want to do something for the nation's boys may tell in advance what it is they want to do, and (2) we invite studio calls from those who want to do something for the men interviewed on each particular program.

And are the citizens of Baltimore anxious to do their part! The telephone number of WFBR is repeatedly given out over the air in the course of a broadcast, and a special operator takes the calls of people interested in aiding the man in uniform. Before the program is off the air, there are hundreds of calls. Soldiers are invited to dinners, dances and parties. Others volunteer to knit socks, make candy and write letters. The *Home Guard* is on the alert every minute of the day!

Since the start of our radio experience three years ago, we have added four new locations. Certainly such shows as *Military Matinee* have played a very important part in that expansion.

Back in 1938, our plans for radio as a



merchandising force had not been formulated. We had used spot announcements sporadically, but radio was still pretty much a mystery.

It was at this period that WFBR submitted a half-hour program to us to be broadcast on Sunday afternoon from the month of October to June. The program was neither elaborate nor costly, but through the simple expedient of giving the public good music, the ARUNDEL *Musical Treat* built up a large following. George A. Fisher and Lee Crone, owners of our company, began to feel the power and pull of a weekly half-hour radio show with a huge potential in audience. The ARUNDEL ICE CREAM Co. was serving the public need for good music and this added service was reflecting itself in public acceptance and appreciation which could be had from no other medium.

From this small start, our plan of attack began to unfold for us. The following September, we began laying plans for our half-hour Sunday program again, this time with a view to adding more money and impetus to our show. It turned out to be our first radio program with real merchandising possibilities.

Here was the angle. We continued our *Musical Treats*, and added a feature each Sunday called *The Arundel Treasure Tour*. Each week, we would select one of our store locations, and in a descriptive two- or three-minute travelogue type of presentation we would hint strongly at the location of the store. From these hints, the radio listeners were offered a prize of \$5.00 to the first contestant who presented the key word at the store featured on the *Treasure Tour*. All other contestants who gave the key word at the right location within a half hour after the broadcast were presented with a consolation prize of a pint of ice cream. *Treasure Tour* entry blanks were available at all ARUNDEL stores, and all entries had to be made on these blanks.

Needless to say, we covered all of our locations, and discovered that we had one of the finest methods possible to acquaint people with our locations and product. A constant traffic was created

By train, not by snowshoes, came John Gilbert Hunter, shown above, from his native bailiwick, Snow Shoe, Pa., to Baltimore, Md., the oyster capital of the United States.



Photo by Willafred

Footloose and fancy-free, adman Hunter roamed the country, maintained odd jobs until he was 24 years old. His urge to go places and do things satisfied, he then settled down and was associated with D. A. Schulte, Inc., for 13 years. Since then, he has ably dished out the cold facts for the ARUNDEL ICE CREAM Co.

from entry blanks in each of our locations, and when we opened two more stores, midway in the campaign, we found it to be particularly valuable in familiarizing people with the new locations.

Our contests proved that radio had unlimited merchandising possibilities. *Military Matinee* is further proof!

It is a real thrill to see the generous response of the public to join in this movement to aid military morale in this section. Cooperation from Major Richard O'Connell, Morale Officer for this area, has been most gratifying. To sum up, this broadcast has been on the air for some two months now, and requests for tickets, entries in the *Home Guard Club*, and telephone responses have exceeded our fondest hopes.

If I am wrong, I hope some of you other advertisers will stop me, but I feel definitely that no other advertising medium is so flexible as to permit this type of healthy, dignified and effective merchandising effort. A radio broadcast advertiser can make sure that his program not only *sells* the public, but also *serves* the public at the same time.

The Eyes Have It

34% Gross Sales Increase, 50% Reduction in Advertising Cost
Writes Dr. E. W. Laisne, Founder of the Progressive Optical Co.

LET'S put the story of PROGRESSIVE EYE-COMFORT GLASSES in a nutshell. Better yet, let's tuck it into a spectacle case. *Radio advertising increased the gross sales of PROGRESSIVE EYE-COMFORT GLASSES by 34 percent per year, and at the same time reduced advertising costs 50 percent.*

During the first 30 years of its existence, PROGRESSIVE OPTICAL did not use radio as an advertising medium. Newspapers and billboards were featured al-

most exclusively. And when we did turn to radio, we were among those whose first experience was not too successful. Our opinion then was that radio was of little assistance in merchandising. To have stopped at that point would have been an example of what we call in our profession, myopic vision. We persevered, even though we were not entirely satisfied with the results.

Today, PROGRESSIVE OPTICAL does almost its entire selling job through the

The Sacramento office at Tenth and "K" streets has done much to popularize PROGRESSIVE EYE-COMFORT GLASSES. Free examinations and easy payments have contributed to customer satisfaction and clients come in ever increasing numbers.





In Switzerland, where a favorable geographic location has for generations nurtured the ideals of life, liberty and the pursuit of happiness, men have long been bred with a fierce independence which they have staunchly defended. There, too, in that mountain fastness, craftsmanship in watchmaking and lens grinding has been perfected.

Both these elements are a part of the heritage of Progressive Optical's founder, Eugene W. Laisne, shown above, who left his native Switzerland at the age of nine to come with his parents to America.

The bright-eyed lad soaked up the culture of the new country, grew to adulthood with one burning ambition: to make fine glasses at a reasonable cost, and to fit those glasses professionally at a price that didn't stretch the purse of the common man. To that end, he worked his way through the Los Angeles School of Optometry. In the 33 years since he established his first optical business in Fresno, he has always fought to attain and maintain that ideal.

medium of radio. Our newspaper advertisement that at one time ran in 100 newspapers is now seen in only three, but 12 radio stations are carrying PROGRESSIVE EYE-COMFORT commercials, and a thirteenth station will soon be added to the list.

And this is the most surprising part of the advertising campaign. Each year, the use of radio has permitted PROGRESSIVE OPTICAL to *cut* its advertising appropriation down in proportion to sales. At present, the budget is the lowest in years, and the advertising cost per unit per new customer is half what it was formerly.

Two factors are responsible for the success of our present radio campaign. *First:* careful analyzing of the customer's reaction to previous advertising campaigns. *Second:* a brand new campaign, designed and streamlined to fit the potential customer.

People do not like to discuss bad eyesight. Even when they know that their vision is not all it should be, they do not like to be told about it. References to physical weakness are not welcome to the average customer.

From our point of view, we suddenly realized that putting emphasis on poor vision was a negative approach to which prospective clients put up an unconscious but very active resistance. If a campaign of the kind we had in mind were to be successful, that mental resistance should be reduced to the absolute minimum.

Realizing this, PROGRESSIVE got over on the people's side of the optical business. Instead of bad eyesight, we decided to talk about good vision. Newspaper and billboard advertisements were stopped.

Then, we went into a huddle with W. L. Gleeson, head of Radio Station KPRO, Riverside and San Bernardino, Cal., who has designed and handled our radio advertising campaign.

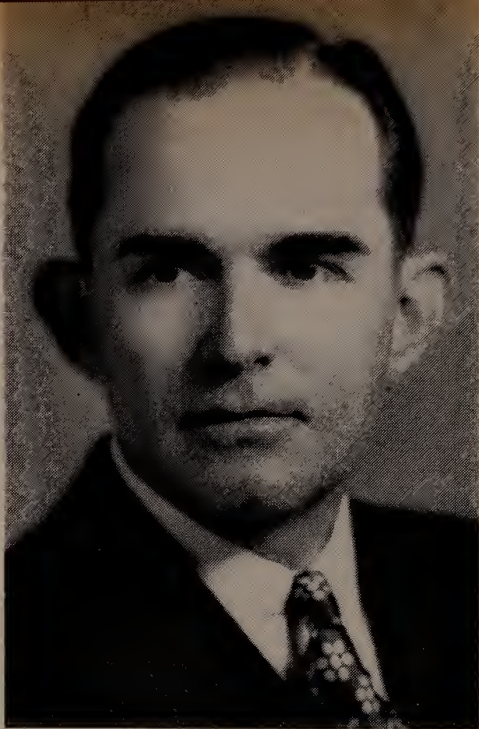
We were on the track of a good idea, one that eliminated the earlier negative approach and which put into its place one that was positive. Furthermore, one that would be acceptable to prospective clients. Our emphasis was 100 percent on good vision.

Fifty different radio commercials were worked out, and from then on, it was the survival of the fittest as far as the announcements were concerned. The entire series was tried on the air for a period of weeks, and the least effective were discarded. Finally there were 14 strong-selling and educational announcements that we felt would do the job.

Then, we had to tackle our second problem: what would be the best possible spots for our announcements? It stands to reason that people with poor vision would prefer to listen to radio news than to suffer the strain of reading tiny newsprint. Putting logic to the acid test, we placed the 14 proven commercials on KSAN, San Francisco, immediately before and after news programs for a six months' test period.

The pulling-power of those commercials on that local station amazed our entire organization. We went ahead on the green light! Without a doubt, the plan had been the right one for us. Now, we use radio exclusively, and radio has proved to be the most acceptable advertising medium we have ever tried. Radio is the only advertising medium which places no strain on the eyes of the customers and gives them comfort while they hear the sales message.

We feel that we have worked out an entirely new approach to the problem of advertising not only for ourselves but for optometrists in general. The idea itself is simple. It was the logical thing for us to do. Since people with poor vision will naturally spare themselves any unnecessary reading, radio is the natural and logical advertising medium for people in our business. Nothing could be more simple than that, yet actually, when it was first put into prac-



Willard L. Gleeson, KPRO, shown above, designed and created Progressive Optical's radio advertising plan. The company now advertises exclusively by radio.

Inventive in more ways than one, radioman Gleeson was the youngest consulting member of Thomas A. Edison's Board of Inventors during the first World War. Another claim to fame: Orville Wright, one of the inventors of the airplane, taught him to handle the pilot's stick. Quick to master the intricacies of the now ancient crates, the pupil went on to become the youngest aviator in the nation.

tice, the idea was almost revolutionary. But, it worked.

Can you blame PROGRESSIVE for being sold on radio advertising? We have tried other media during our 33 years in business, but radio has proved to be the lowest in cost and the most effective in selling power of any medium known to our business.

On the News Front

Sponsorship of the News Has Upped Business 43% Says
Louis J. Gauss, President of the Gauss Mortuary, Peoria

A NEWS broadcast for a mortuary? When I first started thinking along those lines, there was a lot of hesitation on my part. To the best knowledge of everyone concerned, no mortuary in the country had sponsored such a direct and important broadcast as the news seven days a week.

Well, we're now in our third year of news sponsorship, and our business has increased approximately 43 per cent.

We also use radio to advertise our ambulance service, so chalk up some more influence to the credit side of radio; we estimate that we have about 75 percent of all the ambulance business in Peoria, Ill. This, even in view of the fact that there are 16 local mortuaries and six ambulance services in direct competition.

1939 was by no means my first appearance in the field of radio advertising. As far back as 1932, I was on WMBD with a quarter-hour program of organ music direct from our chapel every Sunday morning. That gave way to a Sunday series of transcriptions dramatizing the lives of great Americans. Results were so good that I decided to increase my radio budget, and that was the time Florence Luedeke, WMBD saleswoman, started to lead me up to the sponsorship of a daily news program. I picked the 12:15-12:30 P.M. period as the one that would be best suited for our sponsorship.

The results from this news program have placed my business in the position it now enjoys. Our business started in a warehouse on South Adams street in 1912 with a horse drawn livery, and our policy has always been one of steady and consistent enlargement rather than spectacular spurts.

And because that has been our policy, we have given considerable thought and attention to our commercial messages. We take pride in them, and feel that they achieve fairness and dignity in a remarkably brief style.

I'll quote one, picked at random for one of the noontime news broadcasts:

(SOUND EFFECTS)

Announcer: This is Vince Lloyd speaking, bringing you last minute world and local news, through the courtesy of Gauss Mortuary and Gauss Instant Ambulance Service, 111 North Perry.

(Pause)

Statements unsupported by facts are of little value. But every statement made by Gauss is backed by a record of service in this community that extends over the past 29 years. Every Gauss conducted service, regardless of how much or how little it may have cost, has been an impressive ceremony . . . every effort has been made to spare the family unnecessary worry or concern. Today, as during the past 29 years . . . Gauss stands ready to serve the families of Peoria and vicinity with the best that modern methods, highly skilled service and faithful efforts can provide!

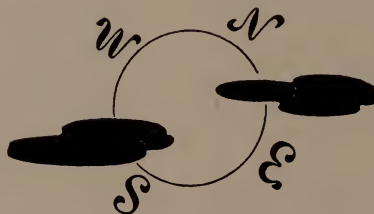
Consult Gauss . . . any hour of the day or night. Telephone 7-1-8-4.

Now . . . world news.

(NEWS)

Announcer: And now, local news, as compiled by the editors of the Peoria Journal-Transcript.

(Continued on page 50)



Strictly a family enterprise is the business of Louis Julius Gauss. His oldest son, William Paul, is already active in the management of the company. Warren, the younger son, is enrolled in the Cincinnati College of Embalming, preparatory to entering the business.

A life-long resident of Peoria, Gauss, pere, has held the following positions of leadership: Peoria Postmaster, 1930-34; past president of Peoria Mohammed Temple Shrine; past president of Peoria Court No. 40, Royal Order of Jesters; past president of the Peoria Knife and Fork Club, and past president of the Kiwanis Club.

Already following in his father's footsteps, William Paul Gauss, fis, belongs to all Masonic bodies, is a member of the Knife and Fork Club, the Association of Commerce, and the Peoria Players. Father and

son are leaders in the activities of the Arcadia Avenue Presbyterian Church.

Both the Gauss menfolk have away-from-business work which they pursue diligently. With Dad Louis it's riding fine saddle horses and travelling, and he has been in every State in the Union, most of the provinces of Canada, as well as in Mexico and Alaska. In later years he has added photography to his repertoire and records his ramblings in both color and black-and-white film.

Bill's diversions run along musical lines, and he is proud of his collection of modern records. Most numerous of the recordings in the Gauss collection are those of Kay Kyser, a personal friend who is a frequent guest in the Gauss household when tour schedules permit.

Right . . . As a life-long resident of Peoria, genial Louis J. Gauss is active in numerous civic affairs. For 17 years the GAUSS MORTUARY has been established at its present location, 111 No. Perry, Peoria, Ill.



(Continued from page 48)

(LOCAL NEWS)

Announcer: Accidents happen in the home as well as on the streets and highways. Here's a number to keep by your telephone, or better yet, file away safely in your memory. It's easy to remember, 7-1-8-4. . . . Say it a half dozen times and you have it . . . and that little trick may be the means of saving a life. A call at 7-1-8-4 brings Gauss Instant Ambulance Service . . . on the job 24 hours daily with not one, but *two* modern streamlined ambulances . . . safe, swift and reliable! Don't take a chance on calls relayed through other sources . . . phone Gauss direct when you need Instant Ambulance Service. The number is 7-1-8-4.

Now, we continue with world news.

That is the sort of copy that we have broadcast for two years, and that is the sort of copy that is getting results. It's noticeable that we try to impress our telephone number on listeners and try to make them think of us and call us direct in an emergency.

When we first went into extensive advertising, we analyzed our public relations problems and developed these aims: (1) to promote the GAUSS MORTUARY service; (2) to promote the GAUSS INSTANT AMBULANCE service; (3) to create good will and instill confidence in the public for both services; (4) to impress our telephone number upon the listener and to impress the listener with the importance of calling GAUSS direct in emergencies, and (5) to minimize any objection to mortuary promotion by rendering a service to the public through advertising and by the use of dignified, informative copy.

During the years between 1912 and 1941 we have used almost every type of advertising known to the profession: newspapers, billboards, calendars, telephone directories, specialties such as fans and playing cards, and almost every other medium that has been presented to us. But we have found that radio advertising is the most productive of all. Other types used have been good, but radio has been by far the best. Now our advertising budget is devoted almost exclusively to radio. We use no other medium except Sacred Art Calendars, and the number of these has been reduced by half.

All of the above has been a detailed backing up of what could be said in seven words, namely: I am sold on radio advertising for morticians.

THE FACE

Herb R. Beaven, of Brisbane

Give the Nod to Sam Cuff's P

MYTHOLOGY has it that Hydra, the nine-headed snake, fattened itself upon the terror-struck and helpless Greeks who ventured near the dank swamp of Lerna. When Hercules set about to overcome the machinations of the monster, two heads sprouted where there had been but one before. Only with fire did he finally strike death to the many-headed creature.

Today, war is that many-headed reptile, and it feeds upon the whole of the world. Men and women everywhere wait anxiously to learn where and how it will strike and to what effect.

Herculean is the task of Sam Cuff, whose five-minute transcribed program, *The Face of the War* is now sponsored on 40 radio stations, and is a regular feature on NBC's television schedule. Twenty stations have added the feature since November 1.

Twenty-five years ago a youth in his late teens fled a warring nation in an open boat. After seven days on a choppy sea, he reached shore only to land smack in the arms of the warriors he was fleeing. He was held as hostage-interpreter, adding an escape months later to a growing number of adventures which today he uses in interpreting army movements of still another war. This man is Sam Cuff.

While most experts on current world affairs interpret the meaning of news bulletins from the point of view of diplomatic and military strategy, Cuff uses a different line of reasoning.

As he puts it: "Council tables and stern ultimatums are all right, but diplomacy must be backed up. You can't move

THE WAR

Staff, and Other Advertisers, the Transcribed News Program

an army through solid mountains; you can't march troops through hundreds of miles of desert without water, and you can't take heavy bombers over high mountain peaks through unbelievable blizzards. So the terrain and climate play an enormous role in what has already happened and what must happen in the future.

"All I am doing is explaining these things. In so doing, I cannot help but explain the most important developments of the war."

Mountains, rivers, lakes, desert, rain-

fall, seasons, all these and many other physical geographic characteristics of terrain have a direct effect on war movement. And the present war has now become a war not of diplomatic moves, but of the movement of men and machines. Behind almost every move by the forces of both sides, those in the know see the result of geographic influences. Sam Cuff looks behind the headlines to find the answers to scores of questions which up to this time have scarcely been commented upon.

And in taking this slant on the news, Sam Cuff has frequently called the turn on occasions in the past.

Flip back the pages of war history to the time of the campaign in Greece. Recall the evacuation of the British Expeditionary Forces?

It was feared that the British were faced with another Dunkirk. A communique issued by the German High Command stated that two 16,000 ton troop transports had been dive-bombed in the harbor of Piraeus. As fast as he could get on the air, Cuff blasted that statement. From his own experience he knew that ships of such tonnage could not possibly enter the harbor. He stated that the evacuation would be accom-

Sam Cuff, one of radio's busiest commentators, is shown here in the midst of his NBC television program.



plished by small boats; that loss of life would be small, and loss of heavy equipment was apt to be large. His statements proved to be correct.

Born in Jerusalem 40 years ago, and having spent most of his life in Asia Minor, the Balkans and Eastern Europe, Sam is naturally steeped in all facts regarding the terrain and the maneuvers of Europe's past. That knowledge is serving him in good stead today.

Each program in the series is a capsule commentary on one phase of the war most in the news at the time of the recording. How terrain, climate, resources, and other physical conditions involved in the theatre of war affect campaign plans and troop movements are thoroughly analyzed.

While almost half of the present sponsors of the program are financial institutions, it is being used with excellent results by businesses of all kinds. For banks who sponsor this news program, the AMERICAN EXPRESS Co. absorbs 20 percent of the actual program cost, (excluding time charges) if that bank mentions in its commercials the fact that it carries AMERICAN EXPRESS TRAVELING CHECKS. In addition, the bank will be supplied with 1,000 copies of a map booklet with their message imprinted on it, if they accept this arrangement.

After sponsoring *The Face of the War* for several months over WCSC, Charleston, S. C., the CITIZENS & SOUTHERN NATIONAL BANK reported that the program had brought in a considerable amount of direct business and that it had also done an excellent job of building good will for the institution.

In Denver, Col., Sam Cuff sold new Fords and used cars for HOOVER MOTORS, INC. Cars for cash or cars on the cuff were successfully distributed through the medium of this transcribed program. At the present time, UNITED FUEL & EQUIPMENT Co. have taken over sponsorship in Denver.

Sponsored by the DALLAS RAILWAY & TERMINAL Co., owners and operators of

the Dallas common carrier systems, the five-minute program was first heard over KGKO, Dallas, Tex., November 24. Commercials for this long-time user of radio stress public service and are of an institutional nature.

When PENNANT OIL AND GREASE CO., Los Angeles, Cal., decided that the time had come for it to take its first plunge into radio, its program choice was *The Face of the War*.

States Herb R. Beaven, staff executive of BRISACHER, DAVIS & STAFF, INC., Advertising Engineers: "PENNANT OIL used this program on the basis of two five-minute spots per week for 26 weeks, over KECA, Los Angeles, Cal., and everyone concerned considered the campaign successful.

"There was considerable favorable dealer reaction to the timeliness of the program. This, our client obtained through their crew of salesmen who were daily contacting the independent dealers."



AIR FAX: The show is now available on a three-times-per-week basis, and present contracts are acceptable for 26 weeks as well as for 13. Programs are recorded currently each Monday to take advantage of week-end news summaries, and shipments are made Wednesday or Thursday of the same week either by rail or air express. The series includes a separate record of opening and closing announcements with sound effects. Sponsorship may begin immediately after receipt of contract. *Transcription Co.:* NBC Radio-Recording Division, RCA Building, New York City. *Promotional tie-ins:* A News Commentator's World Atlas. *Publicity available:* A glossy photograph of Sam Cuff; single column newspaper mat; publicity releases; recorded advance announcements for broadcast prior to the start of the series, and for audition purposes, a recorded interview with Sam Cuff.

COMMENT: Psychiatrists the country over have been warning the public that for the sake of civilian morale and its own nerves, not to heed too closely the wild rumors and unverified facts that are rampant in times of stress. Instead, their advice is to rely more fully on regular news schedules aired by reputable commentators. For prospective news-period sponsors, for present sponsors anxious to use additional periods, and for advertisers who may now be using spot announcements, here is a splendid opportunity to put theory into practice.



Modesty Overboard

By Tod Williams

THUS far in your advertising career, you have doubtless been conservative. You may have made up your mind to do the same thing on the *commercials* of your new radio program.

Fine! But abandon that precept when it comes to telling the great big listening world about your show.

The master-minds of the advertising fraternity call what I'm going to talk about *merchandising*. I've another term for the same thing. I say: *Your radio advertising is only as effective as you advertise it.*

Now before I start expounding on this subject, let me make it very plain that the *advertising of your advertising* that I am recommending should be low in cost.

We will assume that you are now ready to burst forth to the world with your radio show. After due deliberation with radio station representatives, radio talent and the bank account, you're about to start telling the public audibly of your wares.

You know that your WHosis program will be titilating the station antennae at a certain hour. *You* are going to crouch over your office radio and catch every note of music; every inflection of the announcer. So is your wife and Aunt Gertrude.

But, to put it brutally, you and yours are among the select few who *do* know about the WHosis program. Or even care.

Sounds awful, doesn't it? But all is not lost. Carry on.

You have developed a program that you believe will please the listener. Therefore, it's up to you to tell the public of it, and once you've caught their ear, brother, they're yours!

The means of catching the fancy are virtually unlimited. Nevertheless, in spite of your previous conservatism, this is a time for the abandonment of reticence. Be as brassy as a three-piece orchestra in a dance hall when cutting loose about your program.

If you are in the habit of running frequent newspaper insertions, prepare and *consistently* use a small slug: "Enjoy the WHosis Program . . . (time) . . . (station)." If your customary space is small, a single line will suffice. If you've more space to play with, be lavish in extolling the merits of your program.

Incidentally, you will please note that I have with premeditated guile used the word *enjoy*. Naturally, if I turn on the program I'm going to *listen* to it. More important is the promise of *enjoyment*.

I grant that this admonition to use your newspaper space to tell of your program is pretty primary, but you'd be utterly amazed if you knew how many radio advertisers have overlooked it.

Next, if you have a shop or available show window space, make use of it! Borrow a microphone from the studio. Get a picture of the talent and a handful of professional script on the station letterform. Move this type of display from place to place, but keep it before the passing public's eye. It will not only make you look *big* in the casual shopper's eyes, but the person whose picture you use will be so flattered that he'll herd his friends in droves to see it. And if they once come that close to your store, they're potential customers.

This is another point that would ordinarily seem useless to mention, but unkind experience with radio advertisers has taught me that unless they are goaded into this very thing they will ignore it.

If you are in the habit of sending out monthly statements, have a small (but striking) insert prepared. Clip it to the statement. Keep the copy short but emphatic. The recipient will read it while he's removing the clip.

Investigate the possibility of small, gummed stickers (about like Christmas seals) to be applied to all outgoing parcels. They need carry no more than a line similar to the newspaper slug. . . . "Enjoy the Whosis program . . . time and station."

If you have trucks delivering your merchandise, your possibility of carrying the message of your program is almost unlimited. Slap a good, big poster on every vehicle. Each one is a rolling billboard.

In the store itself, have a weekly *radio special*. Build a semi-permanent display that shrieks for attention. Change it frequently. Make the item or items so enticing that shoppers will be beguiled into tuning on your program to learn about subsequent *radio specials*.

Put lapel tabs on all the salesmen. Award small prizes to the sales persons who move the greatest quantity of the *special*. Not only will they be increasing sales, but each time they sell a *radio special*, they'll be talking about the program.

In quick summation, let us put it this way: What actual or potential contacts do you now have with the public? How can you employ these contacts at a modest cost to get the utmost attention for the program you are sponsoring?

Grandmaw used to say: "You get out of life just what you put into it." The same thing is true of the advertising you do of your radio advertising. Don't take it for granted that your program is going to be successful. Work to make it so! Most of what I recommend requires a minimum of cash expenditure and a maximum of gray matter and good, honest sweat.

But if you'll make that investment in support of your radio program, you'll get juicy dividends of increased sales!

The Squire on the Square

Merchants Find Cooperative Radio Effort a Business Stimulant
Says Garry Bub, Radio Director of the Stewart-Jordan Agency

RADIO, like any other advertising medium, must be used intelligently to be successful. This is particularly true in the field of department store publicity and merchandising where problems peculiar to that field of business enterprise have confused the issue for a great number of people.

Perhaps there is no field where the diversity in types of programs used is greater. In part, this is true because in no two communities are identical problems encountered. But regardless of *how* radio is used for department store merchandising, the technique of broadcast advertising must be given as much thought as that given to other media. Aim, approach, and appeal must be developed not from the point of view of *advertising in general*, but from the standpoint of *radio advertising in particular*.

Here in Philadelphia we have applied these principles to a cooperative effort with very successful results.

Just across City Line from Philadelphia is what is considered the smartest shopping section on Philadelphia's far-famed Main Line: SUBURBAN SQUARE in Ardmore, Pa. The shops range in size from a nine-floor branch of a Philadel-

phia department store to tiny gift shops and tobacconists. Most of the stores have done individual advertising in the past, and there have been a few sporadic cooperative efforts. This year, for the first time, SUBURBAN SQUARE turned to radio and WFIL in a real cooperative effort to bring customers to its nucleus of shops.

As in all cooperative efforts, the agency's immediate major problem was to try to develop a program that would bring proportionate returns to the large and small units in the group, and to allocate the costs equitably. We considered many formulas before we finally created and presented the one which we are now using.

We needed a program which would bring people to SUBURBAN SQUARE, so we wanted to have our broadcast originate there. We needed merchandising tie-ins to demonstrate the effectiveness of the advertising so we decided on audience participation. In cooperation with the WFIL staff we created the *Squire of Suburban Square*.

Each Monday evening at 9:30 P.M. in the Suburban Theatre within the Square, the *Squire* conducts a half-hour quiz show in which everyone in the audience may participate. The bulk of the



performance follows standard quiz show patterns, but we had to make many adaptations to meet our specific problems. It was a real challenge to work up a show in which everyone in the theatre and in the radio audience was able to participate.

As the initial participation, we place our *Squire* on the stage, and announcers in each of the aisles present questions to participants picked at random in the audience. Those who give correct answers are paid in SUBURBAN SQUARE dollars (of which more later). At best, however, this gives only about 25 people a chance to take part in the show.

In order to include everyone in the theatre in the program, we incorporate another device. The theatre's ushers distribute to the patrons cards which contain spaces in which to answer *yes* or *no* to a series of ten questions. The *Squire* himself asks the questions just prior to the broadcast. The cards are then collected and the results checked, but the prize winner (or winners) is paid at the following week's performance. This has not only widened the base of our participation, but has brought people back week after week.

There is no formalized commercial on the show, except for a brief opening announcement calling attention to the advantages of shopping on SUBURBAN SQUARE. In order that the merchants participating in the promotion may have some representation in the program, we developed the *Store Identification Puzzle* in which, from a series of clues, members of the audience are asked to identify one of the stores on SUBURBAN SQUARE. The clues give some of the history of the store, and a very general story of the merchandise it sells.

To give the radio audience an oppor-

tunity to share in this portion of the program, listeners are invited to submit *Store Identification Puzzles* for which cash prizes are given. This device has an added advantage. Naturally, in order to submit questions, the listener has to visit SUBURBAN SQUARE to get the information.

To give direct stimulus to sales and to let the stores know that there is some tangible and immediate result from the advertising, all prizes are given in SUBURBAN SQUARE prize money. This is simply scrip in dollar denominations which can be used at full value to purchase anything in any store in SUBURBAN SQUARE. In that connection, it is interesting to note that about one-third of



Each Monday evening the *Squire on the Square* conducts a half-hour quiz show in which everyone in the audience may participate. While the show follows the standard quiz pattern, adaptations were made to meet the problems created in this cooperative venture.

the prize certificates issued have already been paid back into the tills of sponsoring stores.

Because of the purely institutional nature of the campaign, however, it is naturally rather difficult to show exact returns. But the merchants of SUBURBAN SQUARE have already observed that since that first broadcast on October 27, 1941, people have been coming to the SQUARE from more distant points. Car cards in buses and trolleys have contributed much. The fact that the section lies at the junction of several transportation systems is also an advantage. All in all, we have every reason to believe that this pattern of cooperative use of radio has been more than effective.



The time was August, 1940. The place was the Stewart-Jordan Co. in Philadelphia. H. J. Bub had just been elected president of the agency and he was looking around for a



bright young man with plenty on the ball to build up the agency's radio department. Not parental pride, but knowledge that his son, Garrison Rawlings, shown above, could do the job, was responsible for his final choice. And Garrison Rawlings came through! Stewart-Jordan has jumped its radio billing more than 900 percent, spread its accounts over most of Eastern United States.

Garry Bub graduated from Haverford School in 1925. He had played scrub football, sprinted and broad-jumped on the track team, and been a member of the second position doubles tennis team. He had also edited the school magazine and year book. As president of the dramatic club and of the debating society, he had rounded out his career. Here was the fair-haired boy for any fraternity's rushing list, but he reneged on college and went in for newspaper work.

Come fall of 1925, he was with an advertising agency, and two years later started his own agency. That this one went into bankruptcy shortly thereafter did not deter him, and after managing first a Chautauqua play company in Canada and then a radio station, he once more went into agency work on his own. He was president of Associated Advertisers, Inc., Harrisburg, Pa., when he decided to team-up with his father.

His favorite diversion is an indoor sport: training six-year-old son, Stephen Garrison, to avoid everything associated with advertising and radio.



ARMY PROMOTIONS

To help you get the most out of radio in war-time, **SHOWMANSHIP** presents a collection of successful public service features now being used in a variety of business fields.

Variant No. 1

FALL OUT FOR FUN "Squads, right! Company, halt! Fall out for fun!" Such are the orders of a non-commissioned officer picked from the audience as he puts a squad of men through a brief drill. Singers, tap dancers, comedians, monologists, swing buglers, instrumental quartettes, jug bands and hillbillies are then off to a flying start.

Every broadcast of *Fall Out for Fun* has a visible audience of from 500 to 1,000 men and their girls. Approximately 200,000 homes in a five-state primary area are directly affected by the program. Friends and relatives of these *army families* have a close tie-in. With 13 army and navy camps in the Chicago, Ill., area, there is also a potential audience of 110,000 soldier boys.

Show is aired from one of 13 camps each week. The United States Army Intelligence Office arranges for all camp facilities to be put at the disposal of engineers and producers. From six to eight acts winnowed from the 30 to 40 auditioned four days before the broadcast are heard weekly. Rehearsals are held the day of the airing.

A half-hour before the program hits the airwaves, the show begins. Celebrities who happen to be at the camp are introduced, and when the air-show is ready to go, the audience is red-hot with enthusiasm.

Fall Out for Fun is backed 100 percent by the army, and in the middle of

the show, the camp's commanding officer gives a two-minute talk on the activities and purpose of the camp. As the show rolls along and the votes for the best performers are cast, the first, second and third place winners are chosen. First place wins a month's pay, \$21.00. To the second place winner goes \$10.00. For third place the prize is \$5.00.

AIR FAX: First Broadcast: July, 1941.

Broadcast Schedule: Sunday, 2:45-3:15 P.M.

Preceded By: Chicago Parks.

Followed By: U. S. Army Show.

Station: WBBM, Chicago, Ill.

Power: 50,000 watts.

Population: 3,440,420.



COMMENT: Service with a smile has long been a part of the advertiser's credo. Sponsor has a chance to combine service with entertainment in a show built along these lines. Chief bugaboo for the sponsor of most amateur shows is usually the fear of running out of talent. With large concentrations of soldiers and sailors to draw from, sponsor has almost an unlimited reservoir of good talent. (For pic, see *Showmanscoops*, p. 63.)

Variant No. 2

BUGLE CALL JAMBOREE Uncle Sam's pride and joy, the men in the armed forces, and that old demon, *question mark*, meet on the combat line in a weekly broadcast heard over WFBR, Baltimore, Md., for NOXZEMA CHEMICAL Co. Ready to charge in this skill quiz program broadcast direct from nearby army posts is a battalion of brave brain

battlers. Eager to assist them is a platoon of pretty patronesses who aid contestants in answering questions.

Soldier participants throw darts at a dart board located ten feet away. The throwing skill of these mental minute men determines the amount of the cash prize awarded for a correct answer to the question asked. A bull's-eye gives \$4.00 and an opportunity to throw again. To each participant goes a tube of NOXZEMA.

Taps sound on the evening's march of mirth with the *Firing Line Finale*. Each contestant hurls a dart at the target board. The one striking closest to the bull's-eye walks off with a special award of ten dollars.

Promotion: An elaborate window display was installed in the studio corridor for six weeks following the original broadcast. Placards 8 by 10 inches were placed in all drug stores through the Baltimore market giving the details of the program and photographs of contestants in action. Merchandising letters familiarized the trade with the program. Army camp papers and publications featured write-ups. In ten local and county newspapers throughout the state one-quarter page ads were run. Movie trailers were shown in 11 Baltimore theatres.

Points out Ray Sullivan, RUTHRAUFF & RYAN, Inc.'s account executive: "That the program originates at army posts does not mean that the sponsor's products are *indorsed* by the War Department or the army personnel. The program originates solely for the *entertainment* of the army personnel." That point is also brought out in broadcasts.

AIR FAX: *First Broadcast:* March 7, 1941.

Broadcast Schedule: Wednesday, 8:30-9:00 P.M.

Preceded By: Christmas Street Scene.

Followed By: Gabriel Heatter.

Sponsor: Noxzema Chemical Co.

Station: WFBR, Baltimore, Md.

Power: 5,000 watts.

Population: 833,499.

Agency: Ruthrauff & Ryan, Inc.

COMMENT: For the sponsor who gets the go-ahead signal from the War Department for a public service feature

originating from army training centers, it is well to remember that such approval does not imply army endorsement of the sponsor's product. With this point in mind, NOXZEMA CHEMICAL is employing *real showmanship* to splendid advantage. The element of chance lends interest to the quiz format. The challenge of skill is one that every soldier is glad to meet.

Variant No. 3

YOU TELL 'EM SOLDIER All of the boys of Fort Hancock, N. J., are eligible to participate in the half-hour quiz show aired over WHN, New York City, on Monday evenings. Enlisted men get a chance to answer questions submitted by camp officers.



Soldiers called to the mike are given their choice of an easy question or a difficult one,

with the amount of the prize determined by the question's classification. A jackpot question rounds out the show.

AIR FAX: Quizzing the boys is amiable emcee, Jack Arthur.

First Broadcast: December 22, 1941.

Broadcast Schedule: Monday, 9:30-10:00 P.M. (EST).

Preceded By: Dance Music.

Followed By: Cinderella Hour.

Station: WHN, New York City.

Power: 50,000 watts.

COMMENT: Right now, alert morale officers are anxious to start entertainment programs for the men in uniform. Quiz shows provide the format for an excellent public service feature.

Variant No. 4

PRESENT ARMS! Designed to give listeners an intimate picture of defense training activities in all major army centers within a 300-mile radius of Kansas City, this on-the-scene broadcast depicts life in the United States Army.

Listeners hear interviews with officers and enlisted men; eat a typical meal in the mess hall; attend chapel; and join the trainees for an evening's entertain-



ment in the Army Recreation Hall.

The entire transcribed series is being made available to any radio station in the Seventh Corps Area through the army's Public Relation's Office, Omaha.

AIR FAX: *First Broadcast:* November 13, 1941.

Broadcast Schedule: Tuesday, 9:15-9:30 P.M.; Thursday, 9:45-10:00 P.M.

Preceded By: Tuesday, Glenn Miller; Thursday, News.

Followed By: Tuesday, Sports; Thursday, Amos & Andy.

Station: KMBC, Kansas City, Mo.

Power: 5,000 watts.

Population: 602,046.

COMMENT: While shows aimed primarily at the men in the army camps have a definite place in the sun, not to be neglected are the folks back home.

Variant No. 5

SMOKES FOR THE SOLDIERS AND SAILORS A bugle call sounded by WCBS, Springfield, Ill., for GRAHAM'S RESTAURANT gives civic minded citizens a chance to do their bit for the khaki and the blue. GRAHAM's issues a five dollar purchase ticket to each of its patrons. When the punched out ticket (representing purchases made at sponsor's lunch counter) is turned in, GRAHAM's sends two packages of cigarettes to the

Week following declaration of war found WSIX, Nashville, Tenn., on a regular schedule of remote broadcasts from the recruiting offices of the Army, Navy and Marine Corps. *America Answers* consists of interviews with applicants for enlistment in Uncle Sam's armed forces. One of the first boys interviewed by the man-with-the-mike, Jack Wolever, was the nephew of Sergeant York, famed hero of World War I.

boy in the armed forces named by the customer.

"Frankly, we are quite overwhelmed by the civic interest shown in our program," confesses restaurant manager, George Singer. *Reason:* Graham's made good its offer to the tune of 1,400 cards in 14 weeks.

AIR FAX: *First Broadcast:* April, 1941.

Broadcast Schedule: Monday, Wednesday, Friday, 5:40-5:45 P.M.

Preceded By: News.

Followed By: Sportscast.

Sponsor: Graham's Restaurant.

Station: WCBS, Springfield, Ill.

Power: 250 watts.

Population: 80,029.

COMMENT: For the budget conscious sponsor, here is a splendid way to tie-in with contemporary trends. While a show of this kind builds good will and creates a tremendous amount of public interest, expense is in direct proportion to the returns realized.



SPECIAL PROMOTION

Short radio promotions that run but a day, a week, or a month yet leave an impression that lasts the year around.

Beverages

LODI WINE AND GRAPE FESTIVAL Bacchus with vine leaves in his hair had a field day at the eighth annual *Grape Festival* at Lodi, Cal., and because the wine industry is one of the Bay State's greatest, the event became a headliner over KROW.

Sponsored by SHEWAN-JONES WINERY, a division of NATIONAL DISTILLERS, three half-hour shows were sent over the 100-mile line to the Oakland station from

Lodi, the center of California's grape and wine industry.

First broadcast was made directly from the *Grape and Wine Exhibit* itself. Interviews with leading local officials, Lodi visitors, and officers connected with the industry and the festival were the order of the day. Biggest advertising angle came when the KROW staff took its microphones directly into the SHEWAN-JONES WINERY in a half-hour tour of the plant. Also covered from several vantage points was the *Festival* parade.

COMMENT: While a broadcast of this kind may not contribute greatly to actual sales or merchandising, it does mean a great deal in public relations. SHEWAN-JONES employed excellent showmanship in this interesting public service feature, put across the "bigness" of California's wine industry to its urban population.

During the two-day special coverage of the Grape and Wine Festival, John K. Chapel, KROW's news editor (holding the grapes) interviewed, among others: Frank J. Watson (left), First Vice-President of the Festival; George M. Steele, Mayor of Lodi; James Crescenzi, President of the Lodi Chamber of Commerce and Leon Munier, member of the California Wine Institute.





SHOWMANSCOOPS

RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote their radio programs. If you wish photographs returned, please include self-addressed, stamped envelope.



Left . . . Sold to the public through many media was Carnahan-Shearer's *Morning Newspaper of the Air*. A window display was one of the methods. (For story, see *What the Program Did for Me*, p. 67.)

Right . . . Rejuvenated in its streamlined service department was this museum piece presented by Frost-Cotton Motors, Atlanta, Ga., to Charlie Smithgall, WAGA's *Morning Watchman*. (For story, see *Proof O' the Pudding*, p. 65.)



Left . . . Typical of the popular man-on-the-street broadcasts now taboo under the new government rulings is *Korner Kwizzer*, heard over KVOO, Tulsa, Okla., with able emcee J. B. Lake handling the mike. Since it is impossible to control the remarks of the passersby, there is a risk that this type of program might become a medium for the transference of code messages. Thus, the ban.



Below . . . Chester G. Renier, program director of KMOX, St. Louis, Mo., presents Mary Lee Taylor with a large basket of flowers to celebrate her ninth year on the CBS network. She is sponsored by the Pet Milk Co. George Ellis (to the right) announces the shows.



Below . . . Emcee Eddie Dunn announces Private George Kluge the *Fall Out for Fun* winner at Camp Grant. (For story, see *Army Shows*, p. 58.)





AIRING THE NEWS

All the available data on new radio programs. No result figures, as yet, but worth reading about!

Automobiles

WHO'S NEWS News isn't an impersonal thing, nor the mystical brew of international witch-doctors. Behind every news event, there are people with the same hopes and aspirations, the same drives and urges as the common man. News is a thing of flesh-and-blood and subject to all its frailties. The key to many important news flashes is the personalities behind them. The question isn't *what's news* but *Who's News?*

Names make news, and the CHESHIRE MOTORS, Yakima, Wash., is putting that fact to good use over KIT. Through the medium of this transcribed program, listeners meet people whose adventures, day-to-day doings, opinions or statements make the headlines.

Typical of the personalities who complete the *Who's News* list are Admiral Richard E. Byrd, Pierre Van Paassen, Dr. George Gallup, and Walter Duranty. The field of art is represented by such celebrities as Leopold Stokowski, Tony Sarg, Clifford Odets, Irina Baronova, and Thomas Hart Benton. Rich in feminine appeal are the interviews with hat designer Lilly Dache, fashionist Mary Lewis, and beauty authority John Robert Powers.

Spot announcements made up the bulk of P. L. Cheshire's radio advertising until *Who's News* was auditioned for him. *His reaction*: a contract for the entire series of 39 five-minute transcrip-

tions. Because he wanted an audience evenly divided between men and women, business-wise Cheshire chose a spot which was preceded by news and followed by fashion notes. Commercials promote not only car sales but also shop repair service.

AIR FAX: From one minute and 30 seconds to two minutes are allowed for commercials on this NBC informal interview show. A manual of stories and photographs about the featured celebrities is available to sponsors.

First Broadcast: December 2, 1941.

Broadcast Schedule: Tuesday, Thursday and Saturday, 12:45-12:50 P.M.

Preceded By: News.

Followed By: Fashion Notes.

Sponsor: Cheshire Motors.

Station: KIT, Yakima, Wash.

Power: 1,000 watts.

Population: 36,326.

COMMENT: Here is a show with all-family appeal in which the local or regional sponsor may present world-famed personalities seldom available except in metropolitan centers. That the show may be used either as a five-minute feature or as a highlight for a longer program is an added advantage. It merits the attention of sponsors in almost any type of business.

Laundries

I AM AN AMERICAN A year ago, a gentleman from Richmond, Virginia, if asked what he was, would have said that he was a Southerner. To the same question, a politician would have answered either that he was a Democrat or a Republican. Today, the answer of every citizen of this country is this: *I Am An American*.

This 15-minute show with ten minutes live and five transcribed marks the return of ORIENTAL LAUNDRY AND CLEANING Co., Dallas, Tex., to the air for the first time in several years. Featuring a five-minute transcription of dramatized historical events, the ten-minute period consists of direct telephone calls from the studio to listeners registered in the *I Am An American* Club.

Recipients of the telephone calls are asked a question pertinent to the broad-

cast. Correct answers net them two dollars' worth of free laundry or cleaning service. A wrong answer brings only one dollar's worth of free service.

Sponsor's deliverymen distribute the *I Am An American Club* membership cards. Each prospective member gives her reasons why she is glad she is an American. Those whose reasons are most effective become eligible for studio telephone calls during the ten-minute live period of the broadcast.

Debut of the show scheduled for 38 airings was plugged by courtesy announcements, banners on sponsor's de-



livery trucks, placards and newspaper ads. Windshield stickers have also fanned the show.

AIR FAX: This H. S. Goodman transcription is now on the air in about 35 cities. There were 120,000 members enrolled in the *I Am An American Club* in Denver in nine weeks.

First Broadcast: November 10, 1941.

Broadcast Schedule: Monday and Wednesday, 9:00-9:15 A.M.

Preceded By: NBC Breakfast Club.

Followed By: Reveille Roundup.

Sponsor: Oriental Laundry & Cleaning Co.

Station: KGKO, Dallas, Tex.

Power: 5,000 watts (d).

Population: 273,297.

COMMENT: Seldom before have our people rallied to the defense of their country with greater enthusiasm and intensity than they are today. Sponsors who tie-in with the present emergency perform a real public service while promoting their products at the same time. The club idea offers a natural merchandising opportunity.



SHOWMANSHIP IN ACTION

Those *extra* promotions and merchandising stunts that lift a program out of the ordinary.

Automobiles

MORNING WATCH FROST-COTTON MOTORS, Atlanta, Ga., did more than stand by to observe Charlie Smithgall's 6:00 to 8:00 A.M. *Morning Watch*, heard daily over WAGA. Less than a month after buying one single daily announcement on this participating show, sponsor bought a second announcement. In each case, FROST-COTTON signed on the dotted line for a full year's contract. Reason for its action: sponsor noticed an immediate business pick-up, now shows a 50 percent increase.

Sponsor felt that he must do more than buy two announcements, then sit back waiting for customers to pour in. A rejuvenated 1914 T-Model Ford presented to waker-upper Smithgall was its solution to the problem. For FROST-COTTON, one-man parade Smithgall sells Ford automobiles, promotes its service department.

AIR FAX: Charlie Smithgall's participating show is aired daily, has many sponsors.

First Broadcast: October 17, 1941.

Broadcast Schedule: Daily, Monday through Saturday. First announcement is scheduled between 6:00-7:00 A.M. Second is between 7:00-8:00 A.M.

Sponsor: Frost-Cotton Motors.

Station: WAGA, Atlanta, Ga.

Power: 1,000 watts.

Population: 360,692.

COMMENT: Sponsors usually find that extra time and energy put into extra promotion of radio programs of all kinds pays dividends. (For pic, see *Showmanscoops*, p. 62.)

Finance

GILBERT FORBES NEWS When March 15 rolls around, Uncle Sam's nieces and nephews will have to dig down deep into the family sock, shell out enough in income tax payments to keep the wheels of war rolling smoothly. Big question in the minds of everyone is just what their tax payments are going to be. Telling the awful truth to anxious citizens is the **MORRIS PLAN**, a personal loan and savings institution, Indianapolis, Ind.

Listeners to the *Gilbert Forbes Afternoon News* program who want information about Federal tax payments are asked to stop in person at the office. An average of 50 persons a day comes into the **MORRIS PLAN** office to receive a free tax estimate. Offer was made on WFBM's newscasts, and in no other medium.

William L. Schloss, president of the Indianapolis **MORRIS PLAN**, in conjunction with the **BINGER ADVERTISING AGENCY**, conducted a survey to determine the advertising medium producing the best results for the bank. Conclusive were the facts and figures; *Gilbert Forbes obtained the best results per dollar cost.*



That **SWEETHEART SOAP** had picked itself the right man when it began sponsorship of the *Gilbert Forbes'* noon broadcasts was indicated by the results from a giveaway offer. Listeners who sent in 25c in stamps, accompanied by four wrappers from cakes of **SWEETHEART SOAP**, were offered a brooch. Results from this two weeks' offer: 971 requests!

The **INDIANA FUR CO.** has been busy as a beaver since it began sponsorship of the nightly news broadcasts three times a week. While copy has been strictly in-

stitutional, the sponsor has seen continual sales increases since it first went on the air in October, 1939.

Highlight at High Noon, another Gilbert Forbes news show, has been sponsored each Sunday noon since January 21, 1940, by the **VICTOR FURNITURE CO.** In two one-minute announcements, the sponsor made the following offer to new customers: 50c down payment on an item advertised exclusively on this single broadcast. The next day, 50 new accounts had been opened with the purchase of this particular item.

Currently WFBM offers a large size map of the world to all listeners who send in 10c to cover mailing costs. Listed on the reverse side is WFBM's complete weekly schedule of news broadcasts. Two days after the offer was first made, 6,000 requests were received. Mail response came from every one of Indiana's 92 counties, with an out-of-state following that extended from Florida to Minnesota.

AIR FAX: First Broadcast: August 10, 1940.

Broadcast Schedule: Daily except Sunday, 5:45-6:00 P.M.

Preceded By: Monday, Wednesday, Friday, *Golden Treasury of Song*; Tuesday, Thursday, Saturday, *CBS Musical Feature*.

Followed By: Amos and Andy.

Sponsor: Morris Plan of Indianapolis.

Station: WFBM, Indianapolis, Ind.

Power: 5,000 watts.

Population: 422,666.

Agency: Binger Advertising.

COMMENT: That regularly scheduled news programs do have a tremendous following is indicated by the success of these many sponsors. Most important conclusion to be gleaned from these facts and figures is that the addition of a name personality insures the commercial success of a news show. It is difficult to definitely determine whether the personality makes the news show successful or whether the present importance of news broadcasts makes the personality successful. Certainly, we can say that the two go hand-in-hand. Surveys show that the average listener will turn to name-news-voices (local and national) instead of regular station announcers even if both are reading the same news items.

WHAT THE PROGRAM DID FOR ME

This is the businessman's own department. Radio advertisers are invited to exchange results and reactions of radio programs for their mutual benefit. Address all letters to *What the Program Did for Me*, Radio Showmanship, 11th at Glenwood, Minneapolis, Minn.



Men's Wear

MORNING NEWSPAPER OF THE AIR

"The CARNAHAN-SHEARER *Morning Newspaper of the Air* was started on WJTN when the local morning paper merged with the evening paper. We had considered radio for quite some time but had never really gone into it. With a definite need for news of local interest in the morning, we worked out the *Morning Newspaper of the Air*. It contains not only local news gathered by the staff of the radio station, but also UNITED PRESS national news and features of interest at that time of the morning.

"When we started this show we promoted it by means of newspaper ads, a special window display, and pre-announcements. Once the show got underway it gained momentum. Now the CARNAHAN-SHEARER program is an established feature and comments from listeners have been very favorable.

"Since the whole program is treated like a newspaper, our commercials are short and to the point, with plenty of time left for the actual news. We have used both institutional and specific article plugs. Since we tie commercials into our regular merchandising plan, the items advertised are also advertised in other media. However, the particular items advertised on the air have shown definite sales increases.

"The show had such appeal both from a listener's standpoint and the advertising standpoint that recently the JAMESTOWN RETAIL MERCHANTS' ASSOCIATION asked Mr. Carnahan to let them take over the program as a RETAIL MERCHANTS feature. But since the program had become so established and was doing its job so well, the management decided that it would be advantageous to

keep the program for the CARNAHAN-SHEARER Co. That, to my mind, was a true indication of how successful this radio promotion has been.

"We expect to continue this program as long as present interest is maintained, and from our point of view that will be indefinite. The results in the past have been worthwhile and we know that with consistency those returns will increase each week. Radio has a definite place in today's advertising activities, and without it no campaign is complete. It also ties-in with all other advertising and merchandising effort to make a well-rounded picture."

CLAYTON NEWGREEN
Advertising Department
Carnahan-Shearar Co.
Jamestown, N. Y.

AIR FAX: This two-man job handled by Robert Peebles and William Winn includes national and local news, a weather box, a sports page and a feature page.

First Broadcast: October 9, 1941.

Broadcast Schedule: Monday through Friday, 7:30-7:45 A.M.

Preceded By: Rhythms at Reveille.

Followed By: Devotions.

Sponsor: Carnahan-Shearar Co.

Station: WJTN, Jamestown, N. Y.

Power: 250 watts.

Population: 45,155.

COMMENT: Since much of the news of the world happens during the night, a prospective sponsor of the news might well give serious consideration to an early morning broadcast of the news. In times like these, the latest developments in world affairs are among the first thing that most people want to hear. That a sponsor can perform this public service while promoting his own product is indicated by the success of CARNAHAN-SHEARER. (For pic of the CARNAHAN-SHEARER window display, see *Showman-scoops*, p. 62.)

TRENDS

A rating of program patterns based on a special survey of outstanding, *locally sponsored* radio programs throughout the country. Let the **TREND** of these ratings, month to month, be your guide to better buying.

PROGRAM RATINGS, DECEMBER, 1941

Type	Rating	Last Month	1 Month Change	Last Year	1 Year Change
MUSIC	.318	.314	+ .004	.360	-.042
NEWS	.209	.208	+ .001	.210	-.001
QUIZ	.117	.120	- .003	.100	+ .017
TALKS	.099	.097	+ .002	NO RATING
INTERVIEWS	.083	.086	- .003	NO RATING
SPORTS	.069	.070	- .001	.070	-.001
COMEDY	.056	.057	- .001	.060	-.004
DRAMA	.049	.048	+ .001	.060	-.011
TOTAL	1.000	1.000			



GROUPS	Men	1 Mo. Change	Women	1 Mo. Change	Children	1 Mo. Change
Music.....	.279	+ .003	.342	+ .006	.329	+ .007
News.....	.266	+ .001	.199094	+ .003
Quiz.....	.112	- .004	.111	- .005	.152	+ .003
Talks.....	.071	+ .001	.138	+ .004	.051	- .003
Interviews.....	.071	- .001	.089	- .003	.101	- .003
Sports.....	.125	+ .001	.030	- .001	.046	- .006
Comedy.....	.043	- .001	.051	- .003	.105	+ .001
Drama.....	.033040	+ .002	.122	- .002

A YEAR IN REVIEW

It's been an eventful year in radio, a year that started with a musical war and ended with another war, not of sound but of fury.

Each event, big or small, has played its part in the ratings of our various *locally-sponsored* program patterns.

Biggest rise over last year's average was in the rating of *news* programs. (See *news graph*, page 69.) Interesting fact is that in November, the month before we entered the war, the rating for *news* programs was at an all-year low.

Music programs showed a steady decline starting from the beginning of the

"musical war" in January until August. Since that time, *music* programs have taken a slow but fairly steady increase.

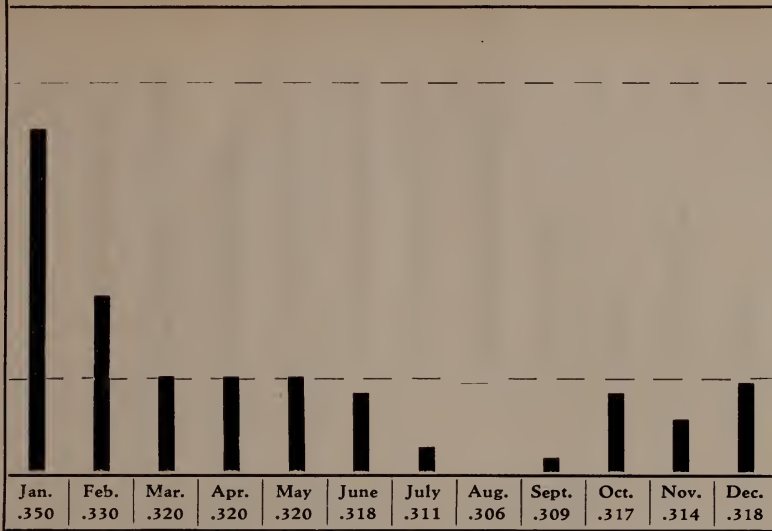
Not all successful national network programs can be duplicated by local sponsors. Cost is a factor.

But, certainly the remarkable rise in the rating of *quiz* shows (see *graph*, page 70) can be attributed to the success of two network programs, *Quiz Kids* and *Take It or Leave It*. Successful duplications of both these shows are found in almost every city throughout the country.

Graphs on pages 69 and 70 are self-explanatory and give the picture in brief of the *trend* of various program patterns during 1941.

TREND OF MUSIC PROGRAMS IN 1941

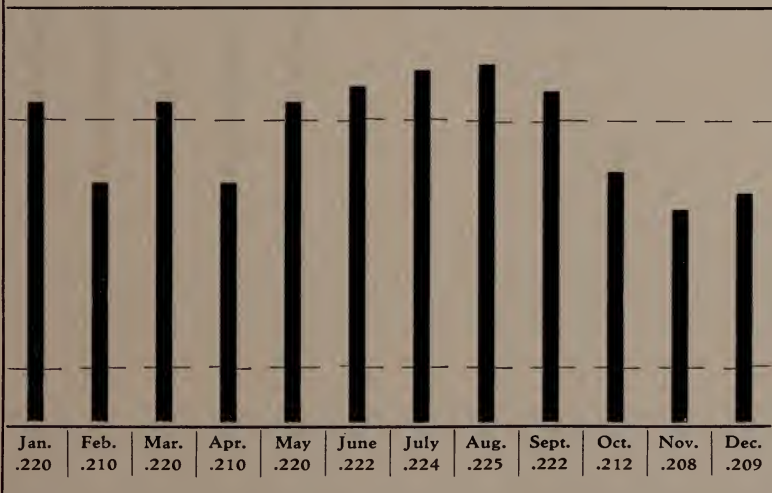
1940
Ave.
.354



1941
Ave.
.319

TREND OF NEWS PROGRAMS IN 1941

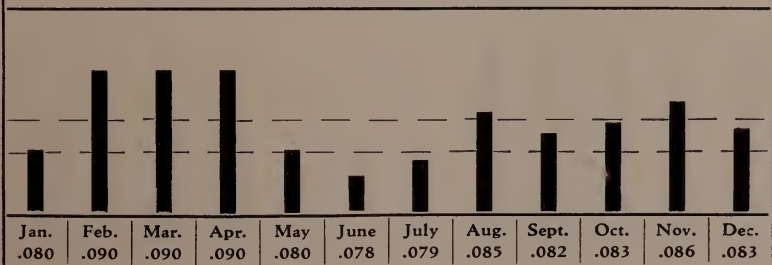
1940
Ave.
.188



1941
Ave.
.217

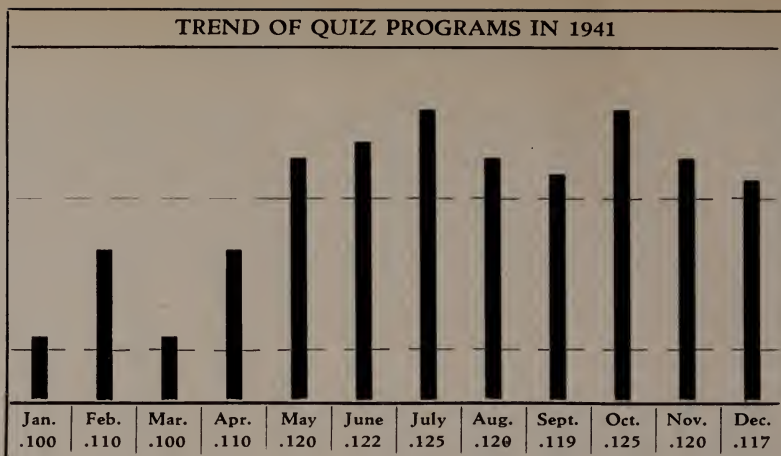
TREND OF INTERVIEW PROGRAMS IN 1941

1940
Ave.
.080

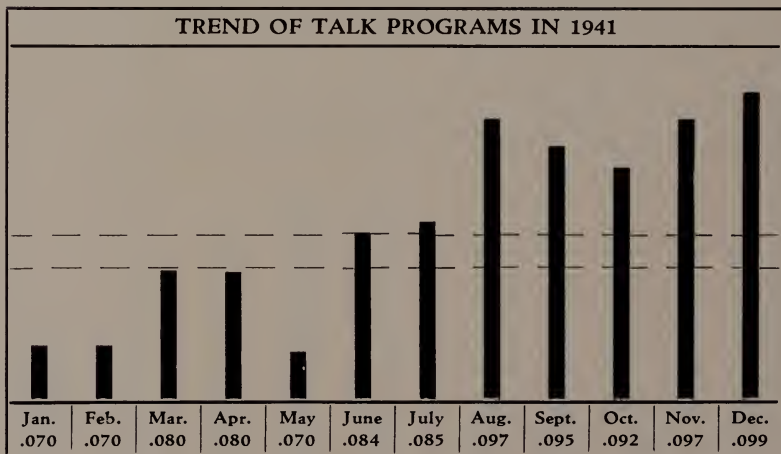


1941
Ave.
.084

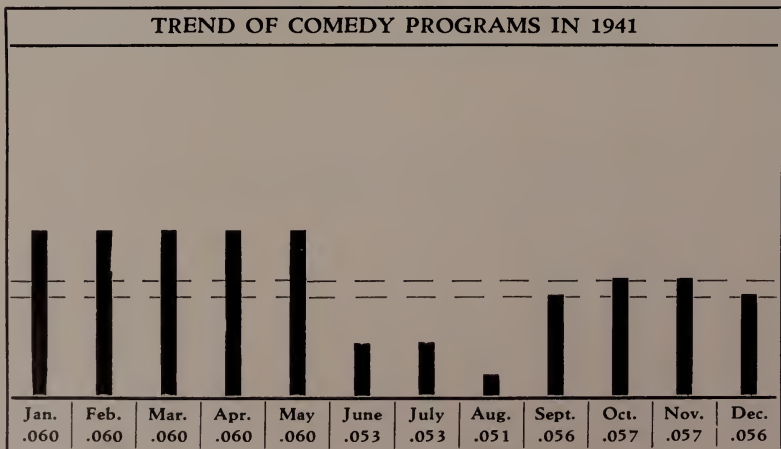
1940
Ave.
.098



1940
Ave.
.080



1940
Ave.
.056



YOURS FOR THE ASKING

Address: Radio Showmanship, Showmanship Bldg., 11th at Glenwood, Minneapolis, Minn.

Please enclose 10 cents in stamps for each script to cover the cost of mailing and handling.

SAMPLE SCRIPTS AVAILABLE

- Automobiles*—Mr. Yes and No (see Sept., '40, p. 32).
Auto Supplies—Jack, the Tire Expert (see May, '41, p. 135).
Bakeries—Musical Arithmetic (see Feb., '41, p. 72).
Bakeries—Southern Plantation (see Sept., '41, p. 289).
Bakeries—Toasts to Bread (see Dec., '41, p. 386).
Beverages—Pigskin Prevue (see Ju., '41, p. 222).
Building Materials—Homers at Home (see Feb., '41, p. 58).
Chambers of Commerce—Clifton on the Air (see Jan., '42, p. 19).
Chiropractic—The Good Health Program (see Mar.-Apr.), '41, pp. 110, 112).
Dairy Products—Junior Town (see Dec., '41, p. 136).
Dairy Products—Kiddie Quiz (see Ju., '41, p. 214).
Dairy Products—Young American's Club (see Nov., '40, p. 110).
Dairy Products—Wealth on Wheels (see Nov., '41, p. 361).
Department Stores—Hardytime (see Sept., '40, p. 35).
Department Stores—The Pollard Program (see Aug., '41, p. 238).
Department Stores—Woman's Hour (see June, '41, p. 178).
Department Stores—Down Santa Claus Lane (see Oct., '41, p. 326).
Department Stores—Billie the Brownie (see Oct., '41, p. 318).
Department Stores—The Waker-Uppers (see Dec., '41, p. 379).
Drug Stores—Five Years Ago Today (see Dec., '40, p. 146).
Farm Supplies—Feed Lot Question Box (see Nov., '41, p. 359).
Finance—Jumping Frog Jubilee (see Aug., '41, p. 253).
Finance—Saga of Savannah (see June, '41, p. 187).
Finance—Something to Think About (see Aug., '41, p. 245).
Flowers—An Orchid to You (see Sept., '40, p. 35).
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Furs—Cocktail Hour (see Aug., '41, p. 258).
Furs—Hello Gorgeous (see Jan., '42, p. 32).
Gasoline—Home Town Editor (see Oct., '40, pp. 73, 74).
Gasoline—PDQ Quiz Court (see Dec., '40, p. 134).
Groceries—Food Stamp Quiz (see Sept., '40, p. 33).
Groceries—Matrimonial Market Basket (see Dec., '40, p. 154).
Groceries—Mystery Melody (see Sept., '41, p. 290).
Groceries—Mystree Tunes (see June, '41, p. 163).
Groceries (Wholesale)—Hoxie Fruit Reporter (see Jan., '41, p. 34).
Groceries (Wholesale)—Market Melodies (see Oct., '40, pp. 73, 74).
Groceries (Wholesale)—Women's Newsreel of the Air (see Oct., '40, p. 63).
Groceries (Wholesale)—Kitchen of the Air (see Jan., '42, p. 25).
Hardware Stores—Dr. Fixit (see Nov., '41, p. 360).
Laundries—Rock-a-bye Lady (see Feb., '41, p. 47).
Men's Wear—Hats Off (see June, '41, pp. 178, 183).
Music Stores—Kiddies' Revue (see Oct., '41, p. 306).
Optometry—Good Morning, Neighbors (see Jan., '41, p. 35).
Shoes—Campus Reporters (see Aug., '41, p. 251).
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 I Am An American (see Feb., '42, p. 64).
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 Mama Bloom's Brood (see Aug., '41, p. 248).
 Pinocchio (see Sept., '40, p. 11).
 Secret Agent K-7 (see Sept., '40, p. 35).
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 Sunday Players (see Dec., '41, p. 388).
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 This Will Happen (see Dec., '41, p. 398).
 Twilight Tales (see Dec., '41, p. 382).
 Who's News (see Feb., '42, p. 64).



IN NEXT MONTH'S ISSUE OF

S

HOWMANSHIP, Mone Anathan, president of the largest retail establishment in any American city with a population of 50,000 or less presents the engrossing story of how news sells merchandise for the **HUB DEPARTMENT STORE**, Steubenville, Ohio.

S *howmanship*



1942 BROADCASTING COMPANY, INC.
GENERAL COMPANY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

MARCH 1942

25c

10c IN CANADA

IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

Beverages • Dairies • Department Stores • Drug Stores

Farm Supplies • Finance • Home Furnishings • Newspapers

Paints • Public Utilities • Restaurants • Shoes



DO'S AND DON'TS OF
CENSORSHIP



MORE THAN A MAGAZINE . . . A SERVICE



YOUR BUSINESS AT A GLANCE

An index, classifying by businesses the various articles and services in *Radio Showmanship*. It's the quick way to find out what others in your business field are accomplishing through radio.

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If you don't have the February issue, order it now!

NATIONAL BROADCASTING
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW
YORK, N. Y.

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William B. Dolph

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For eight years our all-nations musical program created most of our store traffic says Albert L. Federman of the Benesch-Federman Co., Cleveland, O.



INCREASE your sales now with these low cost dramatized transcriptions. Only \$26 for 26 1/2-minute recorded skits. (26 in a series.)

TAKES only one minute of station time . . . one-half for the skit and the balance for the live commercial tie-in. Excellent attention getters and sales producers!

YOURS EXCLUSIVELY FOR ONE YEAR

- Bakeries—Series A, 1 to 26—Series B, 27 to 52—Series C, 53 to 78
- Optometrists—Series A, 1 to 26—Series B, 27 to 52—Series C, 53 to 78
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Send check with order or we can ship express C.O.D. or . . .

WRITE FOR FURTHER
INFORMATION

WALTER BIDDICK CO.

RADIO PROGRAMS DIVISION

568 CHAMBER OF COMMERCE BUILDING
LOS ANGELES, CALIFORNIA

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An RS Air Analysis

It was the first commercial radio program to which the New York Board of Education gave its support. Told are the experiences of three advertisers who merchandised it.

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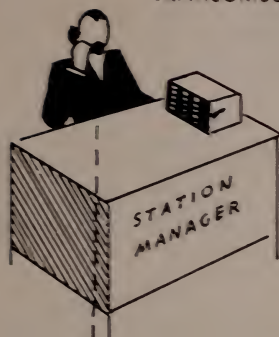
Johnny on the Spot 105

If you use spot announcements, you'll be interested in the news, reviews, and tips in this column.

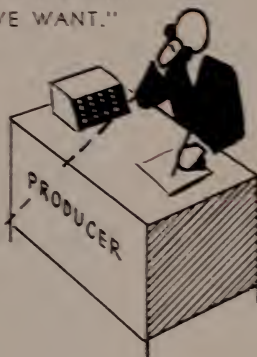
Trends 106

A rating of program patterns based on a special survey of outstanding *locally sponsored* radio programs throughout the country.

"CALL MICHELSON
I NEED SOME NEW
TRANSCRIBED PROGRAMS."



"CALL MICHELSON
HE'S GOT THE SOUND
EFFECTS WE WANT."



"CALL MICHELSON
ORDER A FEW MORE PORTO-
PLAYBACK MACHINES."



MURRAY HILL 2-3376

45 "tried-and-true" audience commanding transcribed programs (THE SHADOW, etc.), 10,000 individual, distinctive sound effects (the world's two largest record libraries) and the outstanding Porto-Playback Machine—all these no farther away than the other end of your phone (or a three cent stamp). The Charles Michelson organization specializes in serving your needs. Whatever they are—call . . .



Charles Michelson
RADIO TRANSCRIPTIONS
67 WEST 44th STREET, NEW YORK CITY

GENNET and SPEEDY-Q Sound Effects • Porto-Playback Machines

Hitting Pay Dirt

William B. Dolph, Vice President and General Manager of WOL, Washington, D. C., Writes the First in a Series of Visitorials

MUCH has been said *pro* and *con* about the merits of the various forms of advertising that radio has to offer. Though many stations urge their salesmen to place emphasis on program availability, more frequently the client will insist on spot announcements, laboring under the false impression that the cheaper medium is equally adequate.

I had a prime example of this fallacy the other day when I jumped into a cab and said "WOL, please."

The driver turned out to be one of those friendly souls who immediately launched into a discussion of radio. One of his questions was, "Whatever happened to the *Schwartz Detective Stories* you used to broadcast?" I was puzzled.

"You know—the *Schwartz Jewelry Store Detective Stories*," he persisted. Then, I caught on.

"Oh, you mean *True Detective Mysteries*," I exclaimed, "the ones that were sponsored by CHARLES SCHWARTZ AND SON JEWELRY COMPANY. Why, they've been off the air for over two years!"

There we had it, the vast difference between using spot announcements to sell merchandise and using a program to do a similar job. The association of the jewelry company and the program which it had sponsored still registered in that driver's mind after two years.

It occurred to us then that we'd never heard anyone recall a particular spot announcement. Nor, for that matter, have we ever known anyone who could describe in detail a printed advertisement of long standing.

Programs cost more, certainly. They're worth it!



On Tap

\$1,000,000 Expansion in 4 Years for Fort Pitt Beer Writes
Faris Feland, Radio Director of BBD & O, in Pittsburgh

"DON'T expect a musical program to sell much beer," was the comment that Michael Berardino, president of the FORT PITT BREWING Co., got from his competition when his *Tap Time* radio program first went on the air over station KDKA, Pittsburgh, Pa., back in 1938. That was almost four years ago.

In the meantime, FORT PITT BREWING has done nearly \$1,000,000 worth of expansion during the four years Mr. Berardino has been with it.

FORT PITT had a complete reorganization of its management in 1938, and *Tap Time* was the first promotion of the company's product under the new management. The program has been used pretty much as a spearhead of FORT PITT's advertising program in the tri-state area ever since.

During the past four years, sales are over six times as great as they were in 1937. Another bright side of the picture: the company has outgrown its present facilities in spite of an expansion program of new buildings, and it has recently purchased the plant of the former VICTOR BREWING Co. at Jeanette, Pa.

Radio is considered a primary medium by the FORT PITT BREWING Co. Radio hasn't done the whole job, but the planning that has gone into radio is characteristic of the entire sales promotion and advertising effort that is producing unusually successful results.

Radio programs other than *Tap Time* include a twice weekly dance music program, news and sports casts. Other media used on FORT PITT's advertising program are outdoor (including both 24-sheet posters and painted display), newspaper, and



point-of-sale display.

Today, *Tap Time* is Pittsburgh's most popular variety show, and because of the popularity the program has built for itself and its sponsor's products, *Tap Time* went network on December 2, 1941. The occasion: its 194th consecutive KDKA broadcast.

True, *Tap Time*'s network is small in number of stations, but it means that the program has thousands of new listeners, and further additions to this list of stations are already being contemplated. Stations now carrying this program are WCHS, Charleston, WBLK, Clarksburg, WPAR, Parkersburg, and WHIS, Bluefield. All of these stations are in West Virginia, where FORT PITT ALE is the largest selling ale.

What makes *Tap Time* a popular radio program? Why do people tune in their radios to *Tap Time* every Tuesday night from 7:30 to 8:00? What's the big appeal? The answer is simple. *Tap Time* programs are planned to bring fine musical entertainment with sufficient variety to meet every taste: fast rhythmical numbers by the orchestra, novelty tunes, romantic ballads, tunes from musical comedies, light classical numbers and selections from the better operas.

Selections on the singing strings of the violin of Maurice Spitalny, musical director of the 18-piece *Tap Time* orchestra, are a popular weekly feature of the broadcasts. Music on the lighter side is handled by Faye Parker and Bill Hinds, who is also announcer and master-of-ceremonies on the show. Featured

Left . . . *Tap Time* producer, Faris Feland, looks over a script. Show originates on KDKA, is also heard over four West Virginia stations.

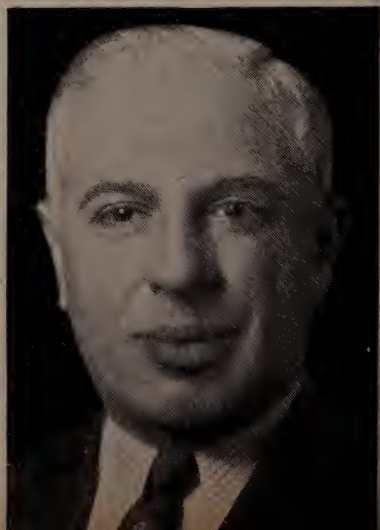
Right . . . Regularly over the NBC chain do listeners hear the voice of Mary Martha Briney, featured young operatic soprano on the show.

young operatic soprano is Mary Martha Briney who sings light classics and arias from popular operas. *Tap Time*'s romantic tenor, Bob Carter, played semi-pro baseball at one time, but finally decided his best bread-and-butter bet was to pursue a singing career. A weekly *Tap Time* feature is a duet sung by Mary and Bob. Their selection is always a better-known aria from a great opera or musical comedy.

And now, what about the sponsor's products? Very little time is given over to commercial announcements on *Tap Time*. This has been the policy for as long as the program has been on the air. The total time for commercial announcements does not exceed two minutes per program.

An over-all effort has been made to make the name *Tap Time* synonymous with the sponsor's product, so that each mention of the program's name amounts to a painless two-word commercial.

A radio program such as *Tap Time*, always in good taste, always maintaining dignity, is particularly valuable for a brewing account. This fact must always be borne in mind: the brewing industry is a legal business, and yet, because of the old *wet-dry* controversy,





brewers must exercise extreme caution in their advertising. Many people think beer should not be allowed to advertise on the air at all. The groups who oppose the industry are forever on the watch for any inference of impropriety, lack of moderation or immorality.

Since public opinion is such a big factor, an advertising man for brewers has a terrific responsibility in seeing that no mistakes are made. Not only is he responsible to his client, but he must consider the public's good will and its attitude toward the brewing industry as a whole. (In that connection, it is interesting to note that church groups frequently ask that they be allowed to sit in the *Tap Time* studio audience.)

To sum up, what is the over-all picture? FORT PITT has not only proven to its competitors that a musical program will sell beer, but has gone beyond that in making a musical program do the full job of a big-time variety show. And it is well to remember that in the beginning this had to be handled at a cost within

the budget of what was at that time a small brewery!

No believer in the one-track mind, Faris Robison Feland's interests and activities are as varied as they are enthusiastic. In addition to supervising the radio business of Batten, Barton, Durstine & Osborn, Inc.'s, Pittsburgh office, Faris finds time to take endless photographs with enough camera equipment to start a store.

Other diversions: cultivates rare orchids; idolizes his three-year-old daughter, Susy; tells countless dialect stories in a manner thoroughly worthy of a network audience, and keeps one eye on the main horse races being run throughout the country.

Faris attended Centre College in Kentucky. However, it was at a Kentucky Derby that he began negotiating for a job with BBDO, and soon found himself a member of the Chicago office staff. Transferred to Pittsburgh BBDO after a few years, he now spends most of his time on radio, and has yet to produce a poor show. 1941 marked his tenth year with BBDO.

*Left . . . Constantly in demand as an entertainer is Faye Parker, who handles the lighter side of *Tap Time*. Her sparkling personality is an important factor in the show's success.*

Right . . . Michael Berardino, president of the FORT PITT BREWING CO., has been with the company four years. In that time, FORT PITT has done nearly \$1,000,000 worth of expansion, including the recent purchase of the former VICTOR BREWING CO., Jeannette, Pa.

N^{ews} M^{oves} M^{erchandise}

Hub News Dominates the Radios of 8,000 Polled Customers
Says Mone Anathan, President of the Hub Department Store

ON the corner of Fifth and Market Streets, Steubenville, Ohio, is the largest retail establishment in any American city with a population of fifty thousand or less. This store is THE HUB. When the ANATHAN BROTHERS opened up a small shop for men's wear in 1904, we had no idea that today it would be transformed into a department store which occupies space a block long, with four stories, including a bargain basement.

While this development has been contingent upon many factors, we have always felt that *promotion* of HUB merchandise and services was one of the

prime essentials. That is one of the reasons why we have made consistent use of radio as an advertising medium.

When Steubenville's new radio station, WSTV, went on the air for the first time in November, 1940, THE HUB was among the first to sign a long term contract. We saw in WSTV an opportunity to sell HUB merchandise in a new, more dramatic way.

Because news programs appeal to all types of customers, we elected to sponsor a news show. Those who purchase 69 cent housedresses in the bargain basement are as vitally concerned with world events as those in the market for broad-

When WSTV lighted its first birthday candle, THE HUB DEPARTMENT STORE provided a pictorial display in one of its main windows. Teletype news flashes were pasted up in the window each day. Occupying the place of honor was a picture of The Hub Newscaster, Al Gray. Also featured were U.P. news pix.



RADIO SHOWMANSHIP

loom carpeting at \$10 per yard.

And there was another reason for sponsoring the news. Our feeling is that HUB advertising is important local news, and for that reason it goes hand-in-glove with a newscast.

We decided to sponsor two ten-minute news programs every week day; one at 8:00 A.M. and the other at 6:00 P.M. Since then we have added a Sunday ten-minute news program at 6:00 P.M. For our news source we rely entirely on the UNITED PRESS, and through that medium, we keep our listeners posted on the latest news events of the world and of the nation.

However, we do not feel that it is enough to have selected a program suited to our needs. To be successful, one can't let it go at that. I have already pointed out that one of the reasons for making use of radio was that it was a dramatic way in which to promote both merchandise and services. The word *promotion* is the key to the story. And *promotion* is composed of a number of things.

The first element is *consistency*. While some benefit may accrue from sporadic radio effort, for best results we feel that it should be used consistently over a long period. When we found that our week-day programs were successful, we extended our contract at the end of the first year for another 52 weeks. And because those Monday through Saturday broadcasts were good business for us, we added our Sunday show. It's the long term that pays dividends.

Then, we took the next step. *For a successful radio show it is necessary to promote the program itself.* In the first place, we try to identify the program with THE HUB. Let me sight an example: when WSTV celebrated its first anniversary, THE HUB tied right in with the celebration.

Our display head designed and executed an attractive window display featuring Al Gray's picture and several action news shots furnished by the UNITED PRESS. Every day, new teletype news flashes were pasted up on the window. In Steubenville's only daily newspaper, THE HERALD-STAR, THE HUB ran a four

The case for "democracy" and "equal opportunity for all" is exemplified in the life story of Mone Anathan, shown above. At the ages of thirteen and fifteen respec-



tively, Mone and his brother, Simon, were the sole support of a widowed mother, two younger brothers and two younger sisters. Six years later they had saved the tremendous sum of almost two thousand dollars. In the terms of high finance, their capital wasn't large, but with it, plus merchandise borrowed from one of Philadelphia's largest stores, The Hub was born. That was in 1904. Today, the store calls itself Eastern Ohio's Greatest Store.

The Mone Anathan of today, a man in his middle fifties, still has a youthful outlook. Active in civic affairs, he belongs to many local fraternal organizations. Ambition of founder Anathan: to keep The Hub on a par with department stores in larger metropolitan areas. Romping with his three grandchildren is his greatest pleasure.

column advertisement calling attention to HUB NEWS and congratulating WSTV. That same week Al Gray broadcast two extra news programs daily directly from THE HUB. To create additional interest in these programs and to promote the flow of store traffic, the location was changed to a different department for each broadcast.

In promoting the program, we felt that we could not ignore the announcer. It is true nationally, and it is true locally that a *name news commentator* has a larger public following than other similar shows using the same copy from identical sources.

So, to give THE HUB news program a

personal flavor, Al Gray, WSTV's news announcer, was tagged *The Hub Newscaster*, and assigned to do all THE HUB programs. His picture and name are given prominent display in all publicity relating to the programs. Now, everyone in the tri-state area refers to Mr. Gray as *The Hub Newscaster*.

Of course, all this is more or less sugar-coating the pill. After all, we are trying to sell merchandise, and in that connection, no program is more successful than the commercials that are used on it. THE HUB's commercials are as painless to the listeners as our advertising manager, William Appel, Jr., can make them.

The program opens with a short, twenty-five word introduction. Five solid minutes of UNITED PRESS NEWS follows, and only then is the first commercial given. It is less than 100 words. The remaining time includes one more 100 word commercial and more news. Short, too, is the sign-off.

There's a knack in writing commercials. Ours are concise and to the point without any trick starts, bell-ringing or exclamation marks, and they fit into the program as smoothly as a regular news item.

No HUB merchandise or service is overlooked in planning our radio messages. Everything THE HUB does or sells is subject to use. The idea is to demonstrate how big and complete THE HUB is.

Of course, theory is all right in its place, but the important thing is how those theories work in actuality. Results from a listener survey pre-addressed to 8,000 HUB customers indicate that theory and practice are one.

THE HUB discovered that almost as many people listened to the 8:00 A.M. program as did to the 6:00 P.M. newscast, and that most of the listeners considered HUB NEWS a great service to the community. Another astonishing discovery: HUB NEWS dominated the radios of those polled at 8:00 A.M. and 6:00 P.M., with an 83 percent audience at 8:00 A.M., and an 89 percent audience at 6:00 P.M. It is small wonder that we signed an additional contract for 52 weeks!

Spread

A 100% Business Increase
Says Joseph P. Mitchell, Manager

WE don't want to paint the town of Greensboro, N. C., red. The choice of color we leave up to the customer. But naturally, we are anxious to get our paints on the inside and outside of as many local buildings as possible.

To achieve that goal, we turned to radio, and the whole history of the local ROGERS PAINT STORE has been tied in with radio. When our store began doing business back in 1926, we immediately tried radio, and we've kept on using it ever since.

While I myself have been manager of the Greensboro store for only a little over a year, I am convinced that radio advertising has been a major factor not only in establishing the ROGERS network throughout the South, but in increasing the volume of business in the local store more than 100 percent.

For example, early in 1941, when we were using three daytime spot announcements over WBIG each week, we had an opportunity to check our sales against our advertising. Radio, *and radio alone*, had sold over \$700 worth of merchandise for us in a single week! It was especially significant in view of the fact that at that time we were not running any special sale, and all merchandise was sold at regular retail prices.



By Air

ales: \$700 in One Week

Paint Store, Greensboro

During the past summer, for about six weeks, our spot announcement campaign featured ROGERS MACHINE MADE OUTSIDE HOUSE PAINT. Sales for that product were upped 25 percent over the same period in the previous year!

Radio is also an excellent way to bring in new customers to a store. For one week, we featured a 29c can of rapid drying enamel at 12c, and we sold five or six times more than the usual amount. Most of the sales were to new customers brought in by radio.

On another occasion, the store advertised by radio that it was giving away 500 samples of SOILAX cleaner. It has averaged ten times more sales in that product than before the campaign.

These specials have been only one phase of our radio advertising. Our most remarkable results are from plain, straight 100 word spot announcements. It is this type of advertising that has sold us on radio for keeps.

In 1939 the store underwent a fire that practically destroyed it, and made it impossible to operate at the same location. When we moved to temporary headquarters, customers were immediately notified by radio of the new location. Business continued as usual until the damaged rooms could be remodeled.

Not out of the draft age by a long sight is youthful Joseph Pershing Mitchell, shown above. He gets a kick out of life, and more particularly a kick out of laughing. That



laugh can be heard a block away, and it's well known that it has drawn more than one customer to the Rogers Paint Store.

Sociable as a country lawyer, he'd spend most of his time visiting around if the store weren't doing such a healthy business as to take up most of his time. He says that sports are his hobbies, but that's not the way his customers tell it. They say his hobby is drinking chocolate milkshakes, and Choc is a nickname he can't dislodge.

When the public was notified of our shift back to the old location, radio did so complete a job that business barely suffered a drop during this entire period of rehabilitation.

Today, the store has a personnel of eight full time employees. It utilizes some 8,000 square feet of showroom and warehouse space, and we rely almost entirely on our WBIG advertising to draw customers in from Greensboro and neighboring towns.



AN institutional radio program with no special effort made to merchandise it may sound like heresy, but that is what the BENESCH-FEDERMAN Co., Cleveland, O., has been doing for eight years. That idea was successful in the beginning. *It is still creating new store traffic every day.* Our method is simple. We make friends with our customers, both in the store and on the air, and they come back to shop time and again.

Our furniture store on Broadway Avenue is in the heart of Cleveland's nationality belt, and we have been in business for many years. Our heritage of good will, built up through the years, is now our greatest asset, and we are proud of it. It was this intangible factor which prompted us in 1933 to venture into the radio field with a program of our own.

We believed then, as we do now, that our customers (largely of Bohemian, Hungarian and Polish descent) enjoyed most the radio programs which featured their own native music. There weren't many such programs then, so we hired an orchestra, and bought a half-hour on WHK to present the *Bohemian Hour*.

Since it was to be strictly an institutional program, we kept the commercial continuity at a minimum. Every Sunday, Lud Teller (of our store) served as master of ceremonies on a program which consisted mainly of our customers' cherished *polkas* and *obereks*. The orchestra played eight or nine complete selections, and each program was literally jammed with music. Chatter, includ-

ing commercials, seldom exceeded five minutes.

The social calendar feature of the *Bohemian Hour* proved to us immediately that folk musical programs of this kind had a huge ready-made following. Teller made birthday announcements, and told of church and club events. People came to the store from miles around, just to make requests for announcements on the program, and many times they bought merchandise when they came. This feature of the program created valuable store traffic, but aside from inviting customers into the store to make their requests, there never has been any special effort made to merchandise the program.

But here I am, writing in the past tense. It has been eight years since we first went on the air. We still have our institutional program featuring the most popular "old country" music; we still have that social calendar, and we are still creating new store traffic. We still

don't use any high-powered merchandising stunts. We don't have to. This program is the only advertising our firm has used, and business has

Good W:

How a Musical Program
by Albert L. Federman,



Left . . . Featured on BENESCH-FEDERMAN'S *Old World Melodies* is Jerry Pobuda and his 11 man orchestra, all specialists in Bohemian and Czech music.

Hills The Till

8 Years of Store Traffic,
Benesch-Federman Co., Ohio

Not so old is old-fashioned family man, Albert Louis Federman, who was born in Cleveland, O., in 1901. With his college diploma tucked under his arm back in 1922, he became an executive of the furniture company which bears his name. The following year he really settled down, added a marriage license to his collection of family valuables. He is now the father of two children, sixteen-year-old daughter, Anne, and son, David, age nine. Curtailed by the present national emergency is the favorite pastime of the Federman family: a drive through the countryside in their big Buick.

Actually, man-of-good-will Federman is now manager of the company, but since Benesch-Federman executives have no titles, he doesn't mention it. His hobby, recreation, and occupation are all cut from the same cloth, namely, furniture. Personable and well-liked by his customers, he is also respected in Cleveland furniture circles as an expert in the field.

Right . . . Emcee Lud Teller, seated, and script-writer Albert L. Federman go over the script of an Old World Melodies Sunday broadcast.

grown tremendously since we first went on the air.

In the time that has elapsed since we first started using radio, we have made changes in station, time, title and talent. Eight years ago the program was known as the *Bohemian Hour*. Today, the program heard over WCLE is called *Old World Melodies*, but our audience has remained with us, because the program theme has remained essentially the same.

Most interesting has been the development of a big out-of-the-city and out-of-the-state audience. Fan letters come from cities and small country towns. Mail comes from northern Ohio, Michigan, western Pennsylvania and from Canada. Many listeners submit money in payment for an announcement or a requested tune. Naturally this money is promptly returned, for we insist on paying for the program, regardless of our listeners' good intentions.

On Sunday, October 19, 1941, the show celebrated its 365th broadcast. Not a month of Sundays, but a whole year of them! And the renewal contract for another year has just been signed. My partner, Milton M. Benesch, and I have always believed that giving our customers good entertainment is one of the best ways of getting and keeping their good will. Again, radio has done the trick!





Mary had a little lamb
Its fleece was white as
snow
And everywhere that
Mary went
The lamb was sure to
go.

VOICES

First Commercial Radio Prog Gave Its Support, and How

WITH those words, the late Thomas Alva Edison first recorded the human voice, his own, on tinfoil in 1877. Some ten years later, he sent the following jingly phonogram on a wax cylinder to Colonel George E. Gouraud in London:

*Gouraud, agent of my choice,
Bid my balance sheets rejoice;
Send me Mr. Gladstone's voice.*

From Gladstone came a wordy tribute to Edison. Among the voices of a host of others in London of that period (all recorded for posterity) were those of Florence Nightingale, Sir Henry Irving, and Phineas Taylor Barnum. Elsewhere Edison's staffs recorded hundreds of others.

This, to the Sage of Menlo Park, seemed to be the most important use of his machine. His dream, ten years before the turn of the century was that henceforth, it would be possible for our Washingtons and Lincolns to be heard in every hamlet in the country. He did not visualize nickel-dance machines bringing out the dulcet strains of *Flat Foot Floogie* to millions of stomping jitterbugs.

But within a few years, the gramophone industry became too preoccupied with ragtime and *Uncle Josh* to stick to the course that Edison had plotted for it.

However, thanks to 20 years of rummaging by enthusiastic Manhattan hobbyist Robert Vincent, every town and hamlet today does have the opportunity to hear the voices that Edison and others recorded, speaking from the past.

Set in modern radio-dramatized transcriptions, *Voices of Yesterday* recapture moments calculated to stir the memories of oldsters and give youngsters shivery earfuls from beyond the grave.

Most thrilling record: Kenneth Landfrey, a trumpeter for the Light Brigade, sounding again in 1890 the tragic charge at Balaclava in 1854. *Most moving:* the words of Florence Nightingale at 70, shrill, wavering, full of emotion: "When I am no longer even a memory—just a name—I hope my voice brings to history the great work of my life. God bless my dear old comrades of Balaclava and bring them safe to shore."

Another good bit: Ambassador James W. Gerard after his recall from Germany in 1917: "The Foreign Minister of Germany once said to me: 'Your country does not dare to do anything against Germany, because we have in your country 500,000 German reservists who will rise in arms against your Government if you dare to make a move against Germany.' Well, I told him that that might be so, but that we had 500,000 lamp posts in this country, and that that was where the reservists would be hanging the day after they tried to rise. . . ."

When several boxes of these old phonograph recordings were discovered in the basement of the Edison Laboratories at Menlo Park, modern day radio engineers went to work. After a long period of experiment, they evolved methods for filtering, amplifying and transferring the contents of these cylinders to electrical transcription discs.

Once this became possible, it was but a short step for researchers and dramatists to dig out authentic material and episodes in the lives of these famous people; to reconstruct the scenes and circumstances of their eras, and thus to surround the presentation of their actual, living voices with scenes and actions pertinent to the epochs which they highlighted.

ESTERDAY

Which N. Y. Board of Education
Advertisers Merchandised It

What was there in the voice of Napoleon which inspired thousands of men to die for him on the field of battle? Was there something in the way George Washington spoke which gave the American colonists courage to continue their fight for independence? What about the voice of Lincoln and other famous men of an earlier day? Did they speak with the calm assurance of President Roosevelt, the thundering impressiveness of Benito Mussolini, or the hysterical earnestness of Adolph Hitler?

Because of the importance which historians, educators and others have attached to the human voice as indicative of the individual and the period during which he lived, *Voices of Yesterday* makes a worthwhile contribution to people today.

The experience of three sponsors of this show are given below:

NEW YORK CITY

(HOME FURNISHINGS)

Voices of Yesterday, heard on WHN, provided the sponsor, A. FINKENBERG'S SONS INC., furniture dealers, a unique contest-tie-up with New York public schools. Pupils from the fourth to eighth grades received quiz sheets from their teachers dealing with historical personalities whose actual recorded voices were heard on the program. Each student entering the contest was required to write a 250-word essay about one of the personalities heard.

Teachers themselves selected the best essays in their own classes, and these were sent to FINKENBERG's to be judged for the grand prizes totalling \$700. The winner in each grade received \$20, and that pupil's teacher received a similar amount. One hundred other prizes were also given consisting of \$5 merchandise credits provided the winners were accompanied to the store by their parents.

Writes Albert Finkenberg, sponsor's advertising manager: "Being our first venture of this kind over radio, we had to be careful in the selection of the type of program we were to broadcast. This was particularly true because we are located in the world's largest market and competition is naturally very keen. An ordinary program would not interest us, yet we had to keep our expense down to

Albert Finkenberg himself presented awards to prize winners at a special Saturday morning ceremony at the main FINKENBERG store in New York City.



a reasonable amount. It was not an easy matter to find what we were seeking.

"We were interested in a program that would appeal to both children and adults. It had to be entertaining, yet carry with it a certain amount of dignity, inasmuch as FINKENBERG's is one of the oldest installment furniture companies in New York City.

"The New York Board of Education had never lent its support to any commercial radio program prior to this time, but we were able to deliver to the public schools in the New York area many thousands of quiz sheets that were distributed twice each week by the teachers. Having this program called to the attention of the pupils created an audience for us, of course. We also ran ads in our local newspapers in conjunction with our regular copy.

"During the course of the program we featured certain merchandise and offered pictures of the celebrities used in the broadcast. *Voices of Yesterday* was listed in the leading newspapers in the New York area as the *pick of the air*, despite the fact that the competition at the time we were on in the evening was very keen. We believe that this was the first time in the history of radio that a transcription was ever selected for that honor in New York."

CLEVELAND, O.

(FINANCE)

A 13-week series of *Voices of Yesterday* was heard over WHK for the EQUITY SAVINGS & LOAN Co., when the sponsor was just emerging from a long period of inactivity due to depression conditions. Evidence at the EQUITY deposit windows indicated that the program had won an audience and was getting tangible results.

Writes Carr Liggett, president of the CARR LIGGETT ADVERTISING AGENCY: "No miracles were expected but a good start was made in return to public attention and confidence. We liked the fact that while meeting the requirement of an advertiser of this kind for a dignified program, *Voices of Yesterday* was actually exciting.

"We found that this program made it easy for us to obtain very valuable cooperation from the schools and libraries, which made the job of audience-building much easier and more rapid. Even the newspapers gave us much better publicity than one can ordinarily get.

"Included in the promotion were: (1) an old phonograph contest which produced some astonishing antiques; (2) displays using these old phonographs in the EQUITY window and the Public Library; (3) excellent cooperation by the Cleveland Public Library through mention on its own radio program; lobby display, and distribution of 5,000 bookmarks, one side of which described the program, the other side listed books about the people whose voices were featured, and (4) bulletin board notices in high schools."

PROVIDENCE, R. I.

(FINANCE)

Writes Gordon Schonfarber, president of LANPHER & SCHONFARBER, INC., ADVERTISING AGENCY in regards to the WJAR presentation of *Voices of Yesterday* for OLD COLONY COOPERATIVE BANK: "We feel that the series not only afforded first rate radio entertainment and served as a vehicle for introducing the bank's selling message successfully, but that it was instrumental in familiarizing the general public with the name and business of this savings, building and loan association.

"Through the cooperative merchandising of the program's educational aspects to school children, we feel that we were able to forcefully impress the name of the institution upon many of the savers and home builders of tomorrow, and incidentally, to also bring OLD COLONY favorably to the attention of their families."

AIR FAX: Each episode presents dramatic and characteristic incidents in the life of one of yesterday's celebrities with the introduction of that person's actual voice packing the climax punch of the presentation. The famous person himself never speaks until time comes for presentation of his authentic recorded voice. Banks, department stores, oil companies, public utilities, furniture and jewelry stores have used the series. It is now also being broadcast for a mortician. There are 54 programs in this H. S. Goodman series. Contracts are for almost any length,



Lest We Forget

By Tod Williams

OUR nation is at war, and already the short-sighted are piping: "We must slash our advertising budgets."

Let me point out that such a thesis is a most certain road to disaster.

To prove my point, let me cite the example of a well-known scouring compound in the pre-World War I era. In the halcyon days before a crackpot Serb sent a bullet crashing into the person of an Hohenzollern at Sarajevo, the kitchen didn't exist without a chunky block of SAPOLIO on the drainboard.

The company used multi-colored ads in all the national magazines. They were lavish in their newspaper appropriation.

Came then that visitation from Mars, which, compared to the present ferocity of events, was as tepid as a Sabbath tea party; and SAPOLIO pulled in its neck.

I am assuming that the powers-that-were of the company glanced about and saw that they had a virtual monopoly on the cleansing powder field. So "clap" went the ax on the advertising budget. We can ascribe this sudden move to no other reason than that the world was at arms.

Then, the smokey wings of war vanished. So did SAPOLIO.

Purely in the spirit of research, I plodded from one retail store to another a week ago. At each, I inquired for this one-time famous product. Nary a trace of it could I find. As a matter of cold record, one or two young spriggens of clerks, with the first down still on their rosy cheeks, asked wide-eyed, "What is it?"

And so I say, if the nation's battle cry is to be: "*Remember Pearl Harbor*," let the war-period cry of the thinking advertiser be: "*Remember Sapolio*."

Professor Neil H. Borden in his monumental work, *The Economic Effects of Advertising* declares, "It is the tendency of advertisers to spend too much during time of prosperity and too little in depression."

I trust the eminent pedagogue will not shudder when I paraphrase that to, "advertisers tend to reduce expenditures during time of war, and all too often needlessly."

Let us all sit down and do some plain, hard-and-straight thinking before making the fatal mistake of slashing into an advertising campaign because of events over which we have no control.

Let us remember that when one enters on an advertising campaign, no matter how modest or how lavish, he is embarking on an endless job. True, curbs

may be instituted here and there; a judicial pruning may have to be effected. But an outright amputation is generally fatal.

In this connection, I cannot too strongly emphasize the importance of radio.

I have before me the latest edition of a popular weekly magazine. Gayly scattered through it are glittery automobile advertisements, tire ads and so on. And why shouldn't they be! If a concern is prosecuting a vigorous campaign, it uses this field. And even the most phlegmatic mind recognizes that it takes months to prepare one of these beautiful ads, get it into type, have four-color plates made.

Understand, I utter no condemnation on the appearance of advertisements of products which are no longer obtainable. Instead, I cite how much more fluid is the medium of radio. No tremendous interval exists between conception and ultimate display. It is only a step from the copy writer's desk to the microphone.

For example, the industry as a whole and the sponsors thereof, I believe, showed excellent taste when almost to a man they completely dropped commercials from news programs on the day of the Pearl Harbor attack and for a week thereafter.

And don't you forget for a moment that Mr. and Mrs. Buying Public didn't recognize this and the sponsor's stock went up perceptibly.

Major advertisers are quick to seize the opportunity of presenting their sales message by means of radio at this time. Its very elasticity is its appeal.

Recently I talked with the head of a large meat-packing company. Said he: "I have been handed sufficient government contracts to absorb the greatest part of my plant's output. As requirements vary, I will be able to offer a little of one item to the public, at another time it will be another product in our line.

"I am turning to radio because of its flexibility in telling home makers what I have for sale."

He concluded, "The time will come when I must again sell ALL of my product to the public. Our nation will not have a huge and hungry army to feed. The boys will be at home. I must keep my products before the public's mind because I WILL NOT BE FORGOTTEN."

In addition to these thoughts, may I add another.

Virtually every manufacturer already expects to make packaging changes. The shortage of tin will tend to eliminate the can. It is entirely possible that a shortage of soda-ash may curtail glass production. Plastics, new methods of handling paper, and so forth will come into being.

And the advertiser who will make money on these changes is the one who can *quickly* tell the public of the advantages of the new package. Which carries me back to the original premise: radio will most speedily carry your message which may change from day to day.

The advertiser who keeps on plowing his furrow, undisturbed, and who takes to his hand the most efficient means of conveying his message, is going to find no post-war shambles in his business.

YOURS FOR THE ASKING

Address: Radio Showmanship, Showmanship Bldg., 11th at Glenwood, Minneapolis, Minn.

Please enclose 10 cents in stamps for each script to cover the cost of mailing and handling.

SAMPLE SCRIPTS AVAILABLE

Automobiles—Mr. Yes and No (see Sept., '40, p. 32).
Auto Supplies—Jack, the Tire Expert (see May, '41, p. 135).
Bakeries—Musical Arithmetic (see Feb., '41, p. 72).
Bakeries—Southern Plantation (see Sept., '41, p. 289).
Bakeries—Toasts to Bread (see Dec., '41, p. 386).
Beverages—Pigskin Prevue (see Ju., '41, p. 222).
Building Materials—Homers at Home (see Feb., '41, p. 58).
Chambers of Commerce—Clifton on the Air (see Jan., '42, p. 19).
Chiropractic—The Good Health Program (see Mar.-Apr., '41, pp. 110, 112).
Dairy Products—Junior Town (see Dec., '41, p. 136).
Dairy Products—Kiddie Quiz (see Ju., '41, p. 214).
Dairy Products—Young American's Club (see Nov., '40, p. 110).
Dairy Products—Wealth on Wheels (see Nov., '41, p. 361).
Dairy Products—Book Exchange (see Mar., '42, p. 96).
Department Stores—Hardytime (see Sept., '40, p. 35).
Department Stores—The Pollard Program (see Aug., '41, p. 238).
Department Stores—Woman's Hour (see June, '41, p. 178).
Department Stores—Down Santa Claus Lane (see Oct., '41, p. 326).
Department Stores—Billie the Brownie (see Oct., '41, p. 318).
Department Stores—The Waker-Uppers (see Dec., '41, p. 379).
Drug Stores—Five Years Ago Today (see Dec., '40, p. 146).
Farm Supplies—Feed Lot Question Box (see Nov., '41, p. 359).
Finance—Jumping Frog Jubilee (see Aug., '41, p. 253).
Finance—Saga of Savannah (see June, '41, p. 187).
Finance—Something to Think About (see Aug., '41, p. 245).
Finance—Spelling for Defense (see Mar., '42, p. 97).
Flowers—An Orchid to You (see Sept., '40, p. 35).
Fuel—Smoke Rings (see Dec., '40, p. 126).
Furs—Cocktail Hour (see Aug., '41, p. 258).
Furs—Hello Gorgeous (see Jan., '42, p. 32).
Gasoline—Home Town Editor (see Oct., '40, pp. 73, 74).
Gasoline—PDQ Quiz Court (see Dec., '40, p. 134).
Groceries—Food Stamp Quiz (see Sept., '40, p. 33).
Groceries—Matrimonial Market Basket (see Dec., '40, p. 154).

Groceries—Mystery Melody (see Sept., '41, p. 290).
Groceries—Mystree Tunes (see June, '41, p. 163).
Groceries (Wholesale)—Hoxie Fruit Reporter (see Jan., '41, p. 34).
Groceries (Wholesale)—Market Melodies (see Oct., '40, pp. 73, 74).
Groceries (Wholesale)—Women's Newsreel of the Air (see Oct., '40, p. 63).
Groceries (Wholesale)—Kitchen of the Air (see Jan., '42, p. 25).
Hardware Stores—Dr. Fixit (see Nov., '41, p. 360).
Laundries—Rock-a-bye Lady (see Feb., '41, p. 47).
Men's Wear—Hats Off (see June, '41, pp. 178, 183).
Music Stores—Kiddies' Revue (see Oct., '41, p. 306).
Optometry—Good Morning, Neighbors (see Jan., '41, p. 35).
Shoes—Campus Reporters (see Aug., '41, p. 251).
Shoes—Mr. Fixer (see June, '41, p. 148).
Sporting Goods—Alley Dust (see June, '41, p. 177).
Sustaining—Calling All Camps (see Oct., '41, p. 310).
Women's Wear—Melodies and Fashions (see Nov., '40, p. 112).

SAMPLE TRANSCRIPTIONS

Betty and Bob (see Oct., '40, p. 53).
 Captains of Industry (see Sept., '41, p. 284).
 Cinnamon Bear (see Oct., '41, p. 315).
 Dearest Mother (see Nov., '41, p. 354).
 The Enemy Within (see Jan., '41, p. 18).
 The Face of the War (see Feb., '42, p. 50).
 Fun With Music (see June, '41, p. 162).
 Getting the Most Out of Life Today (see Ju., '41, p. 196).
 I Am An American (see Feb., '42, p. 64).
 Little by Little House (see May, '41, p. 128).
 Mama Bloom's Brood (see Aug., '41, p. 248).
 Pinocchio (see Sept., '40, p. 11).
 Secret Agent K-7 (see Sept., '40, p. 35).
 Sonny Tabor (see May, '41, p. 140).
 Superman (see Sept., '41, p. 271).
 Sunday Players (see Dec., '41, p. 388).
 Stella Unger (see Feb., '41, p. 56).
 Streamlined Fairy Tales (see Mar.-Apr., '41, p. 90).
 This Will Happen (see Dec., '41, p. 398).
 Twilight Tales (see Dec., '41, p. 382).
 Voices of Yesterday (see Mar., '42, p. 88).
 Who's News (see Feb., '42, p. 64).



CENSORSHIP

The practicability and soundness of the newly-issued government radio censorship instructions are given pictorial representation by RADIO SHOWMANSHIP.

Right . . . A theatre quiz show gets the green light if (1) no individual seeking participation is guaranteed participation, and (2) contestants have no way of knowing what questions will be asked them. Reason: little chance of interviews carrying information to the enemy. Word of caution from Uncle Sam: where the audience from which interviewees are to be selected numbers less than 50 persons, program conductors are asked to exercise special care.



Left . . . Up the ladder along with firemen goes a special events announcer to bring listeners an on-the-scene account of a warehouse blaze. Radio's Code of Censorship: special events reporters are advised to avoid specific reference to locations and structures in on-the-spot broadcasts following air raids or other enemy offensive action. Special care: avoid inadvertent references to weather conditions.





Above . . . Generally speaking, any quiz program originating remotely, wherein the group is small, should be discontinued. Included are man-in-the-street, airport, and train terminal interviews.



Right . . . Certain safeguards should be adopted by broadcasters in planning request programs. Out are telephoned or telegraphed requests. Mail should be held for an unspecified length of time before it is honored on the air. Suggested: that broadcasters stagger replies.



Left . . . Citizens with a thirst for argument on current problems make for good radio listening, but forums in which the general public is permitted extemporaneous comment, or forums during which comments are sought "from the floor" demand cautious production.

Below . . . This charming couple celebrated their 60th wedding anniversary by taking their first ride in a flying machine. A program in which there is ample opportunity to check into the citizenship of interviewees before the broadcast gets Uncle Sam's nod of approval.





PUBLIC SERVICE

To help you get the most out of radio in war-time, **SHOWMANSHIP** presents a collection of successful public service features now being used in a variety of business fields.

Dairies

BOOK EXCHANGE In most homes there are a great many books which gather dust after having once been read. Down the street, or across the town are other book-worms with dust-catchers which might be exchanged for a fresh supply of reading matter. Lining up dandy book barterers is the CLARA-CAL CREAMERIES, whose *Book Exchange* is heard over KFRC, San Francisco, Cal.

Listeners obtain free membership cards from CLARA-CAL dealers. Membership entitles them to make their wants known to *Book Exchange*. Some of the exchanges: Carl Carmer's *Genesee Fever* for *The Other Horseman* by Philip Wylie; Stephen Lorant's new picture biography, *Lincoln, His Life in Photographs*, for *Mission to Moscow* by Joseph Davies. Listeners who want to accept the book exchanges offered on the program send postcards to CLARA-CAL. About ten such deals are completed in each of the fifteen-minute KFRC broadcasts.

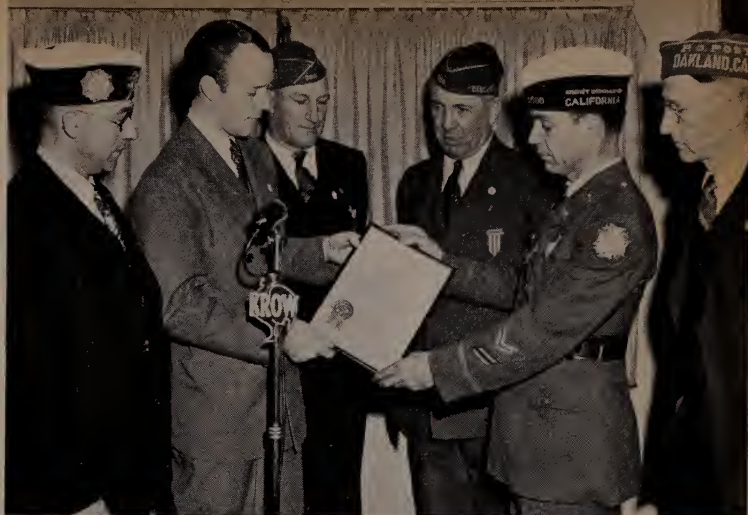
Offshoot of the program: the broadcast is now being utilized to obtain books for the men in the four branches

of the United States Service. Listeners are urged to donate extra books that are not working to men in the army, navy, marine and air corps. Since a regiment doesn't pack a library along when it travels from place to place, CLARA-CAL is putting it up to San Franciscans to provide the boys with reading matter.

Book bundles for buddies, addressed to CLARA-CAL, are taken to all neighborhood grocery stores by customers who wish to have them distributed among service men. CLARA-CAL service trucks run the length and breadth of the city collecting and delivering the books. Special red, white and blue window stream-

Below . . . Reprinted by popular request is this picture which tells the story of how San Bernardino's (Cal.) ROWE SHOE STORE set up two barrels in front of its store. Twice daily for ten days it offered, via the airwaves, a two dollar reduction on any sale purchase accompanied by an old pair of shoes. Result: a dozen barrels of shoes were donated to the British War Relief Fund. Follow up: the D & S SUBWAY BOOTERY, Grand Forks, No. Dak., put the Boots of Britain idea to good use over KLO. A successful two weeks drive netted ten barrels of shoes. Today, in spite of the fact that the man-on-the-street type of program is out, this merchandising idea can still be effective with some other program format. (For story, see March-Apr., '41, p. 94).





Above . . . With appropriate ceremonies, the Veterans of Foreign Wars, through Frank O. Sanchez, 10th District Commander, awarded KROW, Oakland, Cal., a Testimonial of Appreciation for its patriotic service in connection with the *Speak Up for Democracy* program. Participating in the presentation were (left to right) Vernon Buell, Assistant California Chief of Staff; Keith Kerby, KROW Program Director receiving the award; Elmer W. Paine, 10th District Supervisor; Joseph Dias, County Commander; Sanchez, and Clyde E. Smith, local radio chairman for the Veterans organization.

them entirely from one day's batch of mail, the format does not at this time violate recent censorship rulings.

SAMPLE SCRIPT AVAILABLE

Finance

SPELLING FOR DEFENSE The little girl who lisped,

*I'm sorry that I spelled that word
I hate to go above you*

ers reading *Book Depository for Service Men* are being put up.

Books are turned over to Morale Officers and Service Librarians for distribution in army cantonments, hospitals, recreation halls, and Y.M.C.A. libraries. Reaction of one service man: "*Books turn dreary minutes into happy hours. Thanks, buddy!*"

AIR FAX: Theoretically the Voice of the Bard of Avon is heard on this weekly series: Bill Shakespeare, alias Frank Wright, presides over the broadcasts.

First Broadcast: November 19, 1941.

Broadcast Schedule: Wednesday, 8:00-8:15 P.M.

Preceded By: Lone Ranger.

Followed By: Studio Sustaining.

Sponsor: Clara-Cal Creameries, Inc.

Station: KFRC, San Francisco, Cal.

Power: 5,000 watts.

Population: 637,212.

Agency: Theo. H. Segall Advertising.

COMMENT: Patriotism and cooperation combine to make this unusual program an effective good will builder for its sponsor. Not to be overlooked is the excellent dealer tie-up. Since book exchange requests come by mail, and requests may be staggered to avoid taking

would have a patriotic reason today for exercising her spelling prowess. Housewives, doctors, merchants, clerks and others are *Spelling for Defense*, and for the FIRST NATIONAL EXCHANGE BANK, Roanoke, Va. The old-fashioned spelling bee decked out in modern dress is heard weekly over WDBJ in a 25 minute program.

Words are classified into five divisions. The ghost of Webster hovers over the studio as contestants are each given a 10c word, a 25c word, three others words valued at 50c, 75c and \$1. Those who know their unabridged collect as much as \$2.60. Instead of giving cash prizes, FIRST NATIONAL EXCHANGE and its advertising manager, Stuart P. Miller, climbed aboard the defense bandwagon, give contestants the equivalent in UNITED STATES DEFENSE stamps.

Topspellers in each five broadcasts are invited back for an *All-Out Spelling Bee* in which they try to spell each other down. To miss a word disqualifies the contestant. The man who can't be downed gets a \$25 defense bond.

AIR FAX: *First Broadcast:* August 13, 1941.
Broadcast Schedule: Wednesday, 8:30-8:55 P.M.
Preceded By: Big Town.
Followed By: Elmer Davis.
Sponsor: First National Exchange Bank.
Station: WDBJ, Roanoke, Va.
Power: 5,000 watts.
Population: 84,041.

COMMENT: Competition is one of the essentials of showmanship. FIRST NATIONAL EXCHANGE is utilizing this psychological factor to create good will in an interesting and effective way.

SAMPLE SCRIPT AVAILABLE

Newspapers

GOOD NEIGHBOR CONTEST Characteristic of neighborliness is a tendency to drop in for a social call, discuss the latest news and gossip over a cup of tea. With Uncle Sam playing the role of good neighbor to his friends across the Rio Grande, more and more of his representatives are interested in putting out the hand of friendship.

Doing its part in cementing the bonds of neighborliness is the Washington TIMES-HERALD, whose *Good Neighbor Contest* was featured by Leon Pearson, WOL's news commentator.

Newsman Pearson made two simple statements relating to countries below the Rio Grande. Additional pairs of statements were made on each of the next three successive broadcasts. Problem for listeners: were the statements true or false? Additional brain tickler: 50 words on *What the Good Neighbor Program Means to Me*. To the winner it meant two tickets for a 12-day luxury cruise aboard a GRACE LINER to the Caribbean, touching at the Netherlands West Indies, Venezuela, and Columbia. Other prizes: cash awards and Latin-American handiwork.

AIR FAX: News commentator Pearson is heard every Friday night, is also columnist for the Times-Herald.
First Broadcast: November 18, 1941.
Broadcast Schedule: Friday, 8:15-8:30 P.M.
Preceded By: Bayuk Cigar's Cal Tinney.
Followed By: Mutual Sustaining.
Sponsor: Washington Times-Herald.
Station: WOL, Washington, D. C.
Power: 1,000 watts.
Population: 521,886.

COMMENT: As a business stimulant, a modified quiz program of this kind has

splendid possibilities. That all listeners have an equal chance at winning prize money is an important point in its favor. Naturally, the value of the prize plays an important part in the success of the quiz.

Newspapers

LET'S SPEAK SPANISH Newspapers, magazines and books written in the Spanish language are more plentiful in public libraries than ever before. Radio programs which originate in the South American countries are available even on cheap receiving sets. International conditions emphasize the need for better trade relations and greater friendship between the United States and Latin-America.

For these reasons, night classes in Spanish are among the most popular branches of adult education in all major cities in the United States. Bringing such instruction into the living rooms of WNOX listeners is the Knoxville, Tenn., NEWS-SENTINEL and the University of Tennessee.

Accenting the importance of knowing our "good neighbor" language, the course is heard twice weekly. Air lessons are based on printed texts published each Sunday in the NEWS-SENTINEL, WNOX Scripps-Howard newspaper affiliate.

AIR FAX: Broadcast under the auspices of the News-Sentinel and the University of Tennessee, the course was instigated by WNOX under educational director Kenneth E. Huddleston. James O. Swain, head of the Department of Romance Languages at the University of Tennessee gives the instruction.

First Broadcast: October 6, 1941.

Broadcast Schedule: Monday and Thursday, 7:15-7:30 P.M.

Preceded By: Monday, South American Way (Music); Thursday, Musical Roundup.

Followed By: Monday, Gay Nineties Revue; Thursday, Patriotic Parade.

Sponsor: News-Sentinel.

Station: WNOX, Knoxville, Tenn.

Power: 5,000 watts.

Population: 10,000.

COMMENT: Never before has radio or its sponsors had a greater opportunity to serve than it has today through the medium of public service features. Since Spanish is now the most popular of all foreign languages, a course of this kind is sure to develop a radio following.



AIRING THE NEW

All the available data on new radio programs. No result figures, as yet, but worth reading about!

Restaurants

MOMENT OF MEMORY Nostalgia for the good old days isn't confined to the provinces. New Yorkers, too, take time out for a *Moment of Memory* between dashes for the subway. Catering to human appetite and this human trait is the **BRASS RAIL** restaurant whose five minute program is heard nightly.

Old songs which tie-up directly with the specialties and traditions of the restaurant are used to whet listeners' appetites. *Carry Me Back to Ol' Virginny* leads into a commercial on baked Virginia ham. *Turkey in the Straw* sells roast young Vermont toms. *Between the Devil and the Deep Blue Sea* is the song that starts a commercial for a sea-food special.

By linking the **BRASS RAIL** with the period in which these songs were popular, the sponsor capitalizes on his tradition. Its location on the Great White Way is high lighted by spotting the **BRASS RAIL** in the midst of Tin Pan Alley.

Special occasions, such as Armistice Day and Thanksgiving call forth quiet, institutional announcements with a strong patriotic vein. "Strong emphasis is placed on nostalgia in the copy angles," Jack Steiner, account executive for the **BLACKSTONE AGENCY**, points out.

AIR FAX: Show features old songs, selected to lead into commercial announcements on the specialties, location, tradition and service of the sponsor. Into its five minutes goes an opening ear-catcher, a theme song, an introduction, and an opening commercial. A three-minute transcription of some old song, a closing commercial, a closing theme song, and a hearty sign-off complete the show.

First Broadcast: November 2, 1941.

Broadcast Schedule: Monday, Tuesday, Thursday, Friday, Saturday, 11:00-11:05 P.M.; Wednesday, 9:45-9:50 P.M.; Sunday, 11:15-11:20 P.M.

Preceded By: News.

Followed By: Dance Music.

Sponsor: Brass Rail Restaurant.

Station: WMCA, New York City.

Power: 5,000 watts.

Agency: Blackstone Co.

COMMENT: Restaurants have generally limited their radio advertising to securing air-shots for the orchestras playing in their establishments. For variety, sponsors might well consider the **BRASS RAIL** format. A program centered around food, service and atmosphere has definite possibilities. That the show may be inexpensively produced is another factor to its credit.

Finance

BIRTH OF A NATION When the bird with a long bill hovers over Nashville, Tenn., the **COMMERCE UNION BANK** stands by, ready to announce the new arrival over **WSIX**. That the bird isn't loafing on the job is indicated by the fact that **COMMERCE UNION** airs its five minute show six days a week on a staggered schedule.

Sound effects of a baby crying open the program. They are submerged by *Brahms Lullaby*. With the *Lullaby* in the background, the announcer introduces the program and offers congratulations on behalf of the **COMMERCE UNION BANK** to parents of all new arrivals reported in the past 24 hours.

AIR FAX: *First Broadcast:* May 1, 1941.

Broadcast Schedule: Monday, 7:30-7:35 A.M.; Tuesday, 9:45-9:50 A.M.; Wednesday, 11:55-12:00 noon; Thursday, 4:55-5:00 P.M.; Friday, 5:25-5:30 P.M., and Saturday, 7:15-7:20 P.M.

Sponsor: Commerce Union Bank.

Station: **WSIX**, Nashville, Tenn.

Power: 250 watts.

Population: 184,353.

COMMENT: One of the most avidly read sections of the daily newspaper is its column of vital statistics. Copy of this kind makes as interesting listening as it does reading. Unusual is the use of a staggered schedule for a five minute program series. Its chief values are: 1) to enable the advertiser to select spots close to high-rated programs; 2) to capture a different listening group each day.



SHOWMANSHIP IN ACTION

Those extra promotions and merchandising stunts that lift a program out of the ordinary.

Beverages

SHORTY & SUE OF COORS Few adults fail to recall the nursery jingles learned in childhood. That such simple rhymes repeated at frequent intervals stick in the minds of listeners is common knowledge. Making listeners aware of New Light COORS, COORS Export Lager and COORS Pilsener Beers through the expedient of rhymed patter is the ADOLPH COORS Co., Golden, Colo.

*Coors new beer is a brew that's
light*

Fully aged—brewed just right

Fewer solids—better taste

Keeps the trimness of your waist.

Such are the verses used in a series of

transcribed one-minute spots to promote *Shorty & Sue of Coors*. Promotion angle: spots are used on Denver stations other than KOA. Each begins with *Coors Presents Shorty & Sue*. Program itself is heard every Tuesday evening over KOA.

Shorty & Sue also make personal appearances at different Coors outlets throughout the territory. Members of the audience receive a card with the printed jingles and a picture of *Shorty & Sue*. All join in a community song-fest, raise the roof with the *Shorty & Sue* jingles.

Other promotions: movie trailers in 12 Denver INTERMOUNTAIN FOX THEATRES; a lobby display in the KOA building, and streamers identifying the program on all YELLOW taxicabs. Streamers were also used on all package delivery trucks in Denver.

AIR FAX: Out of the song-bag come western songs, ballads and popular tunes. Shorty strums the guitar. Sue plays the piano accordion.

First Broadcast: October 28, 1941.

Broadcast Schedule: Tuesday, 9:15-9:30 P.M.

Preceded By: Chesterfield Time.

Followed By: Philip Morris.

Sponsor: Adolph Coors Co., brewers, Golden, Colorado.

Station: KOA, Denver, Colo.

Power: 50,000 watts.

Population: 303,273.

Agency: Mac Gruder & Co., Denver, Colo.

COMMENT: While program appeal is a prime essential, sponsors should also

give some thought to building up as large an audience as possible with extra *promotions*. Methods used by ADOLPH COORS Co. are excellent for creating a large group of loyal followers.

Drug Stores

SYMPHONIC HOUR High listener ratings for network symphonic programs indicate that America is not entirely given over to an army of jitterbugs who worship at the throne of King Swing. The tremendous sale of records in the field of classical music is additional evidence that these United States are becoming students of serious music. Quick to hitch its wagon to the right star, STINEWAY DRUG STORES, Chicago, Ill., airs a full hour of classical music five nights a week over station WIND.

Each Thursday night, a request program made up of selections obtained by mail from the listening audience hits the WIND airplanes. Once a month, STINEWAY DRUG STORES puts on a quiz night. To the 35 listeners who correctly identified the eight selections on the first quiz went CONKLIN FOUNTAIN PENS valued at \$7.50. On the second quiz, listeners were also required to select a preferred perfume from a Stineway newspaper advertisement, and in 25 words tell why that item was selected.

Promotional tie-ins: one announcement is made on each program calling attention to the program schedule listing compositions to be played for one month. Schedule is free in the Chicago-land area. Outsiders pay a ten cent charge. Sponsor's advertising manager, A. H. Mosenson, has the program schedules distributed in all STINEWAY DRUG STORES.

Three short commercials on each program stress such general subjects as prescriptions and vitamins, other STINEWAY services.

AIR FAX: *First Broadcast:* August 18, 1941.

Broadcast Schedule: Monday through Sunday, 10:00-11:00 P.M.

Preceded By: News.

Followed By: News.

Sponsor: Stineway Drug Stores.

Station: WIND, Chicago, Ill.

Power: 5,000 watts.

Population: 3,440,420.

COMMENT: Late hour symphonic programs are increasing in popularity. It seems everybody doesn't start dancing when the clock strikes ten.

Public Utilities

CURRENT EVENTS QUIZ History books haven't been tossed out the window in the modern educational system, but more and more emphasis is being placed on the world today. Keeping up with the times is the PAUL SMITH ELECTRIC LIGHT, POWER & R. R. COMPANY, Saranac Lake, whose *Current Events Quiz* is a weekly feature over WNBZ.

Small fry contestants: children from the sixth grade of the public and parochial schools. Quizmaster is American History teacher, Charles Perry. *Weekly pay-off:* a prize of two dollars to the winner, and a one dollar consolation prize to the runner-up. A grand prize of twenty dollars will be awarded at the end of the series.

Three children from each of four schools competed in the first program. The four students with the highest scores formed the nucleus for succeeding programs. Two students from each of the four schools complete the panel of twelve for each show.

Special promotion: pre-announcements, newspaper publicity, organization of *Current Event Quiz Clubs* in the schools, and letter stickers.

AIR FAX: Questions popped at bright-eyed youngsters are taken from the widely circulated school paper, *Current Events*.

First Broadcast: October 4, 1941.

Preceded By: Music.

Followed By: Ask Young America.

Broadcast Schedule: Saturday, 11:00-11:30 A.M.

Sponsor: Paul Smith's Electric Light Co.

Station: WNBZ, Saranac Lake, N. Y.

Power: 100 watts.

Population: 10,000.

COMMENT: There are splendid opportunities for a sponsor who can produce a radio program with the cooperation of the public school system in his community. A show of this kind develops a tremendous amount of local interest.

Theatres

RADIO AUCTION QUIZ Staid ladies do the hula. Business men sell potatoes from their pockets. *Radio Auction Quiz* is on the air! Something for nothing has long been the Nirvana of many Americans. *Next best thing:* to get it as cheaply as possible.

Catering to this canny Yankee desire, merchants of Wausau and Antigo, Wis., presented this copyrighted show twice a week for a 13-week period over WSAU.

Big inducement to bargain-wise patrons who jampacked the GRAND THEATRE, Wausau, and the HOME THEATRE, Antigo: the opportunity to buy, via the auction sale, fine merchandise at their own prices. Hook for the sponsors who contributed movie cameras, cedar chests, grocery supplies, et al: donating merchant is given a commercial plug as the item is auctioned off. Outstanding items up for auction were displayed in the theatre lobbies a week in advance.

Fast talking auctioneer, Greg Rouleau, gave the folks in the theatre audience a chance to win back the auction money by answering questions, doing stunts, or selling to him looney items in their possession.

A *Jackpot Jinx* added to the general excitement. When no one produced the requested object, or if no one could answer the quiz tickler, the money was put in the kitty, saved for a later program.

AIR FAX: Show emanated from the stage of the Grand Theatre in Wausau each Thursday evening. On Sunday afternoons it was broadcast from the stage of the Home Theatre, Antigo. Originator and copyright owner of this half-hour show is Greg Rouleau, Box 693, Wausau, Wis. He also services the accounts.

First Broadcast: January, 1941.

Broadcast Schedule: Thursday, 8:30-9:00 P.M.; Sunday, 2:00-2:30 P.M.

Sponsors: Wausau, Wis.: Grand Theatre; Antigo, Wis.: Home Theatre; (others).

Station: WSAU, Wausau, Wis.

Power: 250 watts.

Population: 23,758.

COMMENT: *Showmanship* puts across a show of this kind, and skillful promotion entices substantial theatre audiences, radio listeners.



PROOF O' THE PUDDING

Results from radio programs, based on sales, mails, surveys, long runs, the growth of the business itself.

Beverages

SPEAKING OF SPORTS Speaking of sales, you'll be interested in the record of CONNEAUT BOTTLING WORKS, Ashtabula, O., distributors of KOEHLER'S BEER AND OLD DOBBIN ALE, Erie, Pa. When sponsorship of this sports show began a year and a half ago, CONNEAUT BOTTLING WORKS had only a few accounts for KOEHLER'S beer in the territory. Now, its product is on sale at every bar in the area, and in August, sales were up 60 percent over the preceding year.

During the baseball season, program is a ten-minute daily show. It features baseball scores and UNITED PRESS *Sports Features*. At other seasons of the year, sponsor presents local items in the sporting world plus the UNITED PRESS *Sports Features* in a five-minute review.

Program is plugged by card displays in dealer outlets. Mention is also made in the radio columns of all local newspapers.

CONNEAUT gets its sale message across in an opening and closing commercial. On Sunday, there is no commercial, other than the mention that the program is presented by the makers of OLD DOBBIN ALE and KOEHLER'S BEER.

AIR FAX: *First Broadcast:* June, 1940.

Broadcast Schedule: Daily, 4:45-4:50 P.M.

Preceded By: Music.

Followed By: News.

Sponsor: Conneaut Bottling Works, distributors of Koehler's Beer, Erie, Pa.

Station: WICA, Ashtabula, O.

Power: 1,000 watts.

Population: 23,301.

Agency: Yount Co., Erie, Pa.

COMMENT: Consistency pays again! Sponsorship of the program throughout the year instead of only during peak summertime months gave CONNEAUT BOTTLING WORKS some radio results worth talking about. Speaking in the business man's language is a 60 percent sales increase.

Department Stores

TRI STATE ROUNDUP When this half-hour variety hillbilly show goes on the air once a week over WSAZ, MOSKIN'S CREDIT CLOTHING Co., and the O. J. MORRISON DEPARTMENT STORE, Huntington, W. Va., get ready to do volume business with value hunting shoppers.

Special items featured by MORRISON's are usually sold out by noon the day following the broadcast. MOSKIN's report that any clothing special or combination advertised during the program always shows sales advances over non-advertised items.

Show has broken all records for theatre attendance. *Example:* on a holiday the box office first put up an SRO sign, later shut up shop completely. Fifteen minutes before show time there was neither sitting nor standing room.

Special promotion: spot announcements, screen trailers, theatre displays, plus newspaper ads the night before and the morning of each show help boost attendance. MOSKIN's and MORRISON's boost sales by featuring in counter and window displays the specials plugged on the ether waves.

AIR FAX: Western, sacred, popular and swing tunes mixed with plenty of comedy round out this broadcast from the stage of the Uptown Theatre. Throughout the WSAZ listening area come constant requests from willing talent anxious for auditions.

First Broadcast: April 2, 1941.

Broadcast Schedule: Thursday, 7:00-7:30 P.M.

Preceded By: West Virginia Specialties.

Followed By: Transcribed Sustaining.

Sponsor: Moskin's Credit Clothing Co., O. J. Morrison Department Store.

Station: WSAZ, Huntington, W. Va.

Power: 1,000 watts.

Population: 77,657.

COMMENT: Amateur talent, if available in large enough numbers, provides an excellent source of inexpensive talent. When such programs are skillfully handled they are almost sure to find a responsive public.

DEFENSE BONDS BUY TANKS



The tank is to the Army what the tackle is to the forward line of a football team. It is the "break-through." Head-on, it crashes timber, houses, enemy fortifications. Once it has opened the way, the attacking force follows for the "mopping up."

To match the mechanical might of aggressor nations today, America needs thousands of these tanks. They're rolling off the assembly lines now. They cost real money. Every time you buy an \$18.75 Defense Savings Bond or a 10c Defense Savings Stamp you give your country money enough to buy a vital part for another new tank.



Buy DEFENSE SAVINGS BONDS and STAMPS

AT ALL BANKS, POST OFFICES,
AND SAVINGS AND LOAN
ASSOCIATIONS

WHAT THE PROGRAM DID FOR ME

This is the businessman's own department. Radio advertisers are invited to exchange results and reactions of radio programs for their mutual benefit. Address all letters to *What the Program Did for Me*, Radio Showmanship, 11th at Glenwood, Minneapolis, Minn.



Finance

DIME SAVERS "Examination of company's record for the past three periods discloses the following ratio of business increases:

1939 No Radio Time . . . 8.5% ratio of increase.

1940 One Spot Announcement Daily . . . 12.0% ratio of increase.

1941 Two Spot Announcements Daily . . . 14.6% ratio of increase.

"It has also been interesting to notice the effective flexibility of our radio advertising, that is, any burdensome excess of cash has been avoided by changing the theme from *Savings* to *Loans* for a comparatively short time.

"Frankly, the results have been gratifying."

W. BRUCE JONES

President

*Metropolitan Savings & Loan Co.
Youngstown, O.*

AIR FAX: Cautious Bruce Jones, president of the Metropolitan Savings & Loan Co., agreed to try radio advertising to build up the company's savings department in January, 1940. A small cardboard folder, called a dime saver, which held two dollars in dimes, was offered free of charge to all WFMJ listeners. So many new accounts came in that the bank found it necessary to change its advertising appeal from the savings to the loan department.

First Broadcast: January 23, 1940.

Broadcast Schedule: Two spot announcements daily.

Sponsor: Metropolitan Savings & Loan Co.

Station: WFMJ, Youngstown, O.

Power: 250 watts.

Population: 211,251.

COMMENT: *Eventually, why not now?* is the attitude of many a first-time radio sponsor. A 14.6 percent ratio of business increase

speaks in the language best understood by such sponsors as the METROPOLITAN SAVINGS & LOAN CO.

Farm Supplies

ANDY'S FARM FAMILY CIRCLE "We are advertising on this program because it is designed specifically for the audience we wish to reach, namely, the farmer. Andy's programs are a real service to the farm radio listeners. Consequently we find it a good medium by which to pass on to the farmer information on feeding his livestock that will help him solve his feeding problems."

FRANK FOX

President

*Fox Chemical Co.
Des Moines, Ia.*

AIR FAX: Andy Woolfries' sun-up rural stint was developed as a service and entertainment feature for the rural audience. The farmer's friend and most reliable informant, Andy mixes market, weather and crop reports with livestock quotations, new and proven farm practices and recommendations on locker storage.

First Broadcast: July 1, 1941.

Broadcast Schedule: Monday through Saturday, 6:00-6:30 A.M.

Preceded By: Morning Roundup.

Followed By: Rev. Cedarholm.

Sponsor: Fox Chemical Co., Conkey Feeds, Progress Feather Co.

Station: KRNT, Des Moines, Ia.

Power: 5,000 watts.

Population: 167,048.

COMMENT: FOX CHEMICAL, with its 200 dealers selling direct-to-the-farmer, wisely selected a program that was *specifically aimed* at the audience it wanted to reach. The selection of a *regular personality* to head that show lifted it above the ordinary.





JOHNNY ON THE SPOT

If you use spot announcements, you'll be interested in the news, reviews, and tips in this column.

LET'S NOT TALK ABOUT THE WEATHER!

Many of you businessmen who *were* sponsoring weather reports (now taboo) can take a tip from ROSENBAUM's Department Store, Pittsburgh.

Soon after the government requested radio stations to drop temperature reports and weather forecasts, ROSENBAUM's decided to devote the major portion of its commercial time for Red Cross appeals, messages urging the listeners to buy Defense Stamps, requests for blood donors and for other suggestions designed to help the nation.

Opening line of copy reads "ROSENBAUM's suggests today. . . ." This is followed by the public service appeal. The spots are 50 words in length, and reach Pittsburgh housewives five times daily over WCAE.

From time to time special items were broadcast to check the selling power of these new type announcements. Results are good.

MORE MAN POWER

ROSSMAN Clothiers, over WTCN, Minneapolis, vary the ROSENBAUM theme. They devote part of their spot announcement time to a man-power bulletin, appealing for more enlistments in U. S. armed services or defense industries.

SPOTS FOR VICTORY!

Miss Nina Ford, Librarian of the Missoula (Montana) Public Library, writes in to tell how spot announcements on Missoula station, KGVO, helped put a

Victory Book campaign over the top in just four days.

Through the power of the radio announcements, out-of-town listeners in even the most isolated Montana communities responded with packages of books. As a result of the campaign, thousands of service men will be reading a collection of literary gems, ranging from dog-eared copies of the classics to brand new Literary Guild and Book-of-the-Month Club selections.

INTRODUCING

*New business fields to which
Radio is now extending its services*

Calavos . . . Calavo Growers of California, Los Angeles, eight participation spots on the Home Forum, Station KGO, San Francisco.

Fish . . . General Seafoods Corp., Boston, six announcements per week for 44 weeks, Station WIND, Chicago.

Health Resort . . . Thermopolis Chamber of Commerce for its Hot Springs and Mineral baths, one-minute announcements for 12 weeks, Station KOA, Denver.

Magazines . . . MacFadden Publications, Inc. For *True Detective Magazine*, Station Breaks, Station WHN, New York City.

Motion Pictures . . . Paramount Pictures, Inc., spot announcements to advertise Bing Crosby in the *Birth of the Blues*, Station WHN, New York City.

Pencils . . . Dixon Pencils, series of one-minute transcriptions, Monday thru Friday at 7:14 A.M., Station WOR, Newark, N. J.

Rodeo . . . International Amphitheater Rodeo, 150 announcements, Station WJJD, Chicago.

Shopping News . . . Downtown Shopping News Co., nine 50-word announcements, Station KECA, Los Angeles.

Stock Show . . . Northwestern Stock Show, 20 one-minute announcements, Station KOA, Denver.

Tax Information . . . State of Colorado, Department of Revenue, one-minute announcements, six times per week, for 13 weeks, Station KOA, Denver.

Transportation . . . Railway Express Agency, 15 one-minute transcriptions, Station KFI, Los Angeles.

Waste Paper . . . Waste Paper Consuming Industries, St. Louis, eight time signal announcements weekly for 13 weeks (renewal of previous schedule), Station WBBM, Chicago.

To Marie Ford
Managing Editor
Radio Showmanship Magazine

This office is very grateful to you for your letter of January 19, advising us that it is the plan of your magazine not to review any radio programs which would come into conflict with Government censorship regulations.

This is a very helpful attitude and we appreciate your cooperation greatly.

The radio industry is practically solidly behind the suggestions of the Office of Censorship and we have little doubt but that its operation is going to be most successful.

(SIGNED)

J. Harold Ryan
Assistant Director of Censorship

TRENDS

A rating of program patterns based on a special survey of outstanding, *locally sponsored* radio programs throughout the country. Let the **TREND** of these ratings, month to month, be your guide to better buying.

PROGRAM RATINGS, JANUARY, 1942

Type	Rating	Last Month	1 Month Change	Last Year	1 Year Change
MUSIC	.319	.318	+ .001	.350	— .031
NEWS	.226	.209	+ .017	.220	+ .006
QUIZ	.119	.117	+ .002	.100	+ .019
TALKS	.106	.099	+ .007	.070	+ .036
INTERVIEWS	.076	.083	— .007	.080	— .004
SPORTS	.066	.069	— .003	.060	+ .006
COMEDY	.050	.056	— .006	.060	— .010
DRAMA	.038	.049	— .011	.060	— .022
TOTAL	1.000	1.000			



GROUPS	Men	1 Mo. Change	Women	1 Mo. Change	Children	1 Mo. Change
Music274	— .005	.345	+ .003	.322	— .007
News282	+ .016	.216	+ .017	.110	+ .016
Quiz106	— .006	.110	— .001	.177	+ .025
Talks089	+ .018	.141	+ .003	.050	— .001
Interviews065	— .006	.083	— .006	.086	— .015
Sports124	— .001	.025	— .005	.046	— .015
Comedy040	— .003	.046	— .005	.114	+ .009
Drama020	— .013	.034	— .006	.095	— .027

THIS MONTH IN REVIEW

War is beginning to effect the trend of locally sponsored program ratings. Most noticeable rise of the month was in the trend of *news* programs.

In January, *news* jumped to an all-time high since these surveys began. *News* had shown a steady decline since August, took a one point increase in December, then bounded up 17 points this month.

It is still too early to judge the effect of recent censorship rulings. Programs that will be hit the hardest fall into the *quiz* and *interview* classifications. This last month, *interviews* dropped 7 points,

have reached an all-time *low*. *Quiz* programs, on the other hand, showed a 2 point rise; however, the great majority of *quiz* shows still do not fall within the government's ban.

The programs used in this survey are sponsored by local businessmen only. For that reason, relative costs of the different types of program patterns play an important part in the net results. For example, *drama* which is undoubtedly recognized as one of the most important phases of network entertainment—and, at the same time, one of the most expensive, has a comparatively low ranking among locally sponsored shows.

IF YOU WANT WHAT YOU
WANT WHEN YOU WANT IT

YOU WILL APPRECIATE A
RADIO SHOWMANSHIP
FILE

B I N D E R

If you like facts and figures at your fingertips (and who doesn't?) you'll appreciate the utility of a *Radio Showmanship Magazine File Binder*. It holds 18 issues. With it, you can tell at a glance which of the 18 editions carry material of especial interest to your business. It's the convenient compact method of keeping your copies in permanent chronological order. Order now!

RADIO SHOWMANSHIP MAGAZINE
ELEVENTH AT GLENWOOD AVENUE
MINNEAPOLIS, MINNESOTA

Gentlemen:

I want what I want when I want it. Send me ☐ copies of the *Radio Showmanship File Binder*, at \$1.50 per binder, postage paid. Check enclosed ☐. Bill me later ☐.

Name

Address

Company

Position

City State

FB-1

*Go ahead and cut out the coupon! Don't worry about ruining the magazine cover; we'll send you a new copy for your file.



NATIONAL BROADCASTING COMPANY
GENERAL MANAGER
1700 BROADWAY, NEW YORK 1

IN NEXT MONTH'S ISSUE OF

SHOWMANSHIP, Jacob Simon, tells the truly remarkable story of how twelve years on the air with the same program has built up for the SIMON HARDWARE CO., Oakland, one of the largest *fishing and sporting goods* departments in the State of California!

S Showmanship

APRIL 1942

25c

30c IN CANADA

NATIONAL BROADCASTING COMPANY
GENERAL LIBRARY
40 ROCKEFELLER PLAZA, NEW YORK

IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR
Automobiles (Used) • Finance • Gasoline • Groceries
Home Furnishings • Insurance • Laundries • Manufacturers
Men's Wear • Meat Products • Newspapers • Sporting Goods



SPECIAL FEATURE . . . P. 115
HOW WILL "THE WAR AFFECT" ADVERTISING?

MORE THAN A MAGAZINE . . . A SERVICE



YOUR BUSINESS AT A GLANCE

An index, classifying by businesses the various articles and services in *Radio Showmanship*. It's the quick way to find out what others in your business field are accomplishing through radio.

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M A R C H

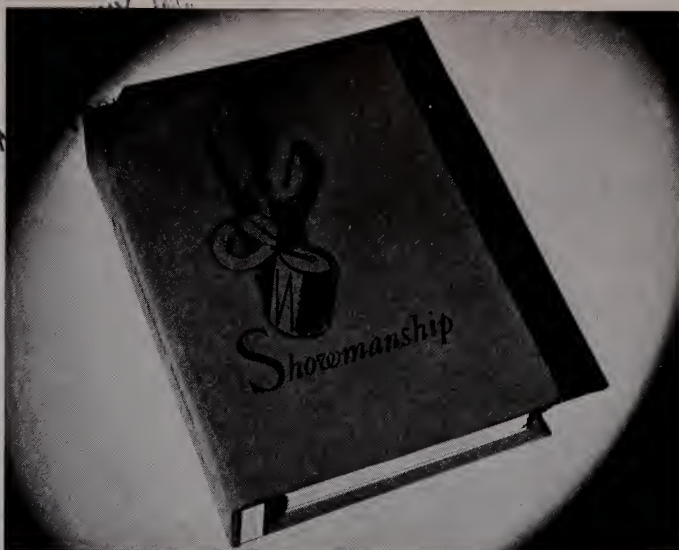
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If you don't have the March issue, order it now!

A P R I L 1 9 4 2

VOL. 3

NO. 4



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Philip G. Lasky

A visitatorial by the general manager of radio station KROW, Oakland, Cal. Mr. Lasky is a member of SHOWMANSHIP's Editorial Advisory Board.

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A 6-point plan for radio adaptable to any business is presented by the assistant to the president of the Higgins Industries, New Orleans, La.

Clean Shirts for Sailors 123

James Robertson

Selection of the right program upped sales from \$40,000 to \$100,000 in three years writes the president of Robertson's Laundry, Sault Saint Marie, Mich.

IF YOU SELL TO WOMEN★ this program was made for you!

*"Let's Take a Look
in Your Mirror!"*

with STELLA UNGER



*"Charm is a Woman's
Business"*
—Stella Unger

★ Department Stores, for instance—or Apparel and Fur Stores. Bakeries. Dairies. Home Furnishing Stores. Food Stores. Utilities. Drug and Cosmetic Retailers; Beauty Shops, or what-have-you—? Stella can get results for you!

Her "HOLLYWOOD HEADLINERS" was a tremendous success—sponsored by over 100 advertisers during 1941. And here's a show destined to be more successful still! Stella Unger aims at women through the most effective of all feminine appeals: the desire for beauty and charm. She tells each woman how to discover her *own* type of charm—how to find the key to her own personality—how to attain self-confidence, poise and happiness.

There are 156 five-minute programs in the series—can be broadcast 3 to 6 times weekly. Produced and recorded by NBC—headquarters for sales-building syndicated shows. Ask your local station for an audition—or write us direct.



Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

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Chicago • Washington, D. C. • Hollywood

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Johnny on the Spot142

If you use spot announcements, you'll be interested in the news, reviews and tips in this column.

YOURS FOR THE ASKING

Address: Radio Showmanship, Showmanship Bldg., 11th at Glenwood, Minneapolis, Minn.
Please enclose 10 cents in stamps for each script to cover the cost of mailing and handling.

SAMPLE SCRIPTS AVAILABLE

Automobiles—Mr. Yes and No (see Sept., '40, p. 32).
Automobiles (Used)—Heartbeats in Sport Headlines (see Apr., '42, p. 140).
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Dairy Products—Kiddie Quiz (see Ju., '41, p. 214).
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Getting the Most Out of Life Today (see Ju., '41, p. 196).
I Am An American (see Feb., '42, p. 64).
Little by Little House (see May, '41, p. 128).
Mama Bloom's Brood (see Aug., '41, p. 248).
Pinocchio (see Sept., '40, p. 11).
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Sunday Players (see Dec., '41, p. 388).
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WAR RISK INSURANCE

Philip G. Lasky, General Manager of Radio Station KROW,
Oakland, Cal., Writes the Second in a Series of Visitorials

SUCCESSFUL businessmen wouldn't think of being without fire insurance, public liability, steam boiler, plate glass and a long list of other coverages peculiar to particular businesses or familiar to business in general.

In that list, however, insurance on goodwill seems to be overlooked, even though a businessman values goodwill as highly as he does his plant or his inventory. (And often, on the books, even more highly.)

Goodwill being so valuable, it seems only reasonable that it, too, should be insured, and it can be protected under the broad coverage of a policy called *Advertising*. Such a policy can be bought in various forms, but it's pretty universally agreed that *broadcast advertising provides this protection at the lowest possible cost*.

Why insure goodwill? Money can open a shop or buy a going firm, but goodwill per se can't be bought. Like so many priceless possessions, it is something that must be earned; for it is an offspring of public relations, a valuable plant that grows when nurtured and dies when neglected.

With many a firm today short on consumer goods, production or inventory, there is a shrugged-shoulder and a "why-advertise?" outlook. This viewpoint overlooks the fact that these firms are in business now solely because of the goodwill engendered by previous *active* promotion of good merchandise. *Good merchandise* has been the ladder to success, but *goodwill* has given them the power to climb it. It is the essential that will

assure them a place in the economic picture when peace returns. It is not enough to ask, "What will happen to my business during the war?" One must also ask, "Where will my business be *after* the war?"

To that question, radio advertising today provides a happy answer.

Radio advertising has a direct emotional appeal to the fundamental upon which society is based, that of personal communication by speech and hearing. Beyond that vital factor, it provides coverage for the lowest possible insurance premium with a promise of substantial dividends in the end. It will protect capital investment and employment. Even more than that, today, continued advertising will insure the American system of free enterprise.

When peace is with us again, the man who advertises today will be ready to do business with the public because consumer acceptance hasn't been weakened and dealer organizations have been kept alive. Contrast this far-sighted person with the man who cuts corners on his public liability by assuming the risk himself. When the blow strikes, he is more often than not, unable to cope with it.

It's just that way with advertising insurance on goodwill. It happened in 1917-18 and is apt to happen again to the man who forgets, for he will find that his vital goodwill asset has shrunk and that his competitor, with a relatively small premium in advertising, has beaten him to the punch.

Think it over. Then act!



**AMERICAN
BUSINESS MEN REPLY**

To the All-Important Question:
**HOW WILL THE WAR
AFFECT ADVERTISING**
IN 1942?

WAR-TIME isn't just the act of turning the clock ahead an hour. There are important adjustments still to be made; new standards and new values still to be determined! Our business tactics must be streamlined. We must discard the obsolete, increase the essential.

Advertising fits into this new war-time economy. But *where* and *how much*—that is still a matter of conjecture. For answers to these all-important questions about the future of advertising, the editors of SHOWMANSHIP MAGAZINE turned to the businessmen themselves.

In this country, as in few others, the businessmen still have the final say on *how* or *where* they will spend *most* of their money. Over 10,000 postcard questionnaires were distributed to SHOWMANSHIP readers. Response was generous and after careful checking, can be said to represent a cross-section of both local and national advertisers throughout the country.

SUMMARY OF REPLIES

When America entered the war, and still later, when curtailment of tires and automobiles began, many a hard-working ad-

vertising salesman was ready to "toss in the sponge." Pessimistic talk flew faster than the newest U. S. dive bomber.

"Businesses with defense contracts won't need to advertise any more."

"Businesses that can't get defense contracts can't get material, so naturally, they won't advertise."

"Business is so good, why advertise? You can't handle the crowds."

"Business is so bad, why advertise? People aren't in a buying mood."

You've probably heard talk like that a hundred times or more in the past few months. Actually, advertising men would have been much more optimistic had they gone directly to the businessmen themselves as SHOWMANSHIP did.

In 1942, there will be decreases in advertising expenditure. That's to be expected, but this will be more than offset by the contemplated increases.

In fact, 33% of the businessmen replying to the SHOWMANSHIP questionnaire state that they plan to *increase* total advertising expenditure in 1942; only 18% plan to *decrease*. The remaining 49% will *continue* the same appropriation as last year.

There, Mr. Advertising Salesman, is the answer to your "every-weekday-has-turned-into-Blue-Monday" attitude.

Each advertising medium was separately analyzed in the SHOWMANSHIP survey. We find many interesting results. Among others: radio will continue its spectacular rise of the last few years. Survey results show that 43% of the businessmen now using radio intend to *increase* their appropriations during 1942. That's the largest *increase* recorded for any one medium.

Comparing radio advertising plans for 1942 with total advertising, we find further testimonial to the confidence businessmen have in radio's selling power. In many instances where total advertising appropriations remain the same or will be decreased, radio's appropriation will actually be *increased*!

Only 15% of the businessmen using street car or bus cards intend to *decrease* their appropriation in 1942. That's the

smallest *decrease* recorded for any one medium.

Advertising should enjoy an especially good year among retailers, for 86% of the retail merchants replying to the SHOWMANSHIP questionnaire will *increase* or *continue* their advertising expenditures in 1942.

Other answers to questions and comparisons of media follow. They help establish advertising's position in this new economy.

Yes, there's a place for advertising in this war-time economy, in any economy that allows businessmen the right to sell their merchandise *freely*!

The Questions and The Answers

✓ Question: *What are your advertising plans for 1942 as compared with 1941?*

Here's how businessmen answered:

INCREASE: ██████████ 33%
DECREASE: ██████████ 18%
CONTINUE: ██████████ 49%

Those businesses that will not be affected by shortages should enjoy their biggest year in years, and, of course, advertising will be used to stimulate the sales volume. It is interesting to note that many businesses, converted 100% to war production, will continue to advertise in an effort to keep their names before the public.

✓ Question: *What are your plans for radio advertising in 1942, as compared with 1941?*

Here's how businessmen using radio advertising answered:

INCREASE: ██████████ 43%
DECREASE: ██████████ 20%
CONTINUE: ██████████ 37%

Each past year has found radio garnering a larger and larger share of the advertiser's dollar. 1942 should be no exception. More businessmen will *increase* their radio appropriations than will *increase* their appropriation in any other medium.

Comparison: *Radio advertising plans for 1942 as compared with total advertising.*

Of those businessmen who intend to continue total advertising expenditure the same as last year:

33% will increase radio advertising.

Of those businessmen who intend to decrease total advertising expenditure:

22% will increase radio advertising.

34% will continue radio advertising the same as last year.

Comparison: *Advertising plans of retail merchants compared with all businessmen.*

82% of all businessmen will continue or increase advertising expenditure.

86% of retail merchants will continue or increase advertising expenditure.

From all indications, this should be the year that the retailer really comes into his own. It is to him that the media salesman must look for increased revenue.

Thoroughly experienced with all the older media, many a wise but conservative retailer will spend his first radio dollar in 1942. If history repeats itself, this first investment in radio should be a profitable one.

But the first venture is always the hardest. Radio stations must greet their new customers with fresh, timely program ideas and promotions that are designed for selling retail merchandise.

Other Media

✓ Question: *What are your plans for advertising in newspapers in 1942, as compared with 1941?*

Here's how businessmen using newspaper advertising answered:

INCREASE: 32%

DECREASE: 23%

CONTINUE: 45%

Newspaper expenditures compare very closely with total advertising expenditures. Thus, where a businessman cuts

or increases his total advertising, he cuts or increases his newspaper advertising in about the same proportion.

✓ Question: *What are your plans for advertising on outdoor billboards in 1942, as compared with 1941?*

Here's how businessmen using billboard advertising answered:

INCREASE: 19%

DECREASE: 27%

CONTINUE: 54%

The tire rationing and resultant curtailment of auto travel will affect billboard advertising as these figures indicate. But, certainly, the picture is not too black. In tire, automobile and gasoline advertising, where billboards now rank high on the preferred list of advertising media, they will be among the last to feel the cut.

✓ Question: *What are your plans for advertising on street car or bus cards in 1942, as compared with 1941?*

Here's how businessmen using street car or bus cards answered:

INCREASE: 23%

DECREASE: 15%

CONTINUE: 62%

The expected increase in public transit travel will do street car and bus card advertising no harm. Results of the SHOWMANSHIP survey show fewer changes in appropriation here than in any other medium. A vast majority of advertisers will continue the same as last year.

✓ Question: *What are your plans for direct mail advertising in 1942, as compared with 1941?*

Here's how businessmen using direct mail advertising answered:

INCREASE: 28%

DECREASE: 26%

CONTINUE: 46%

Direct mail in 1942 should be especially valuable to manufacturers and wholesalers who will use the medium to trod the paths that salesmen will pass up in order to save tread.

All Out for Victory

DUE to war conditions many of radio's most enthusiastic supporters are no longer on the air. The all-out effort has taken their products completely off the market.

Other concerns find that with the scarcity of supplies, the selling angle is no longer the primary appeal. These are the concerns with one eye on the future who feel that it is necessary to keep their names before the public *today* if they are to reap profits in that distant *tomorrow* when victory is won.

For them, the problem of what type of program to use is a very real problem. While we ourselves had no particular problem to solve when we took to radio, our reasons for going on the air could be the reasons for other sponsors to assume sponsorship of similar programs. Today, more than ever before, there is a great need for radio and its sponsors to assume the role of public service.

Stung by the Japanese attack on Pearl Harbor, Americans dug deep into pock-

ets, bought more than a half a billion dollars' worth of Defense Savings Bonds and Stamps in December. January saw them redouble their support, buy more than one billion dollars' worth, an all-time high! Overnight, as millions of men and women came to Uncle Sam's aid, the Bureau of Engraving and Printing went on a three-shift, 24-hour basis to fill the Bond demand.

War is never cheap but every conquered nation in Europe bears mute and tragic proof that it is a thousand times cheaper to win than to lose. Recognizing that this is a people's war, the government comes to America's 40,000,000 wage earners to help it foot the stupendous bill. The government wants to finance this war as much as possible on a pay-as-you-go basis.

When *All Out for Victory* went on the air over KDYL, Salt Lake City, U., THE EIMCO CORP., iron and metal, and its affiliated companies, the AMERICAN FOUNDRY & MACHINE CO., and the STRUC-

To Reap Profits Tomorrow, Keep Name Before Public Today
Writes Morris Rosenblatt, Vice-President of the Eimco Corp.

THE BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

TURAL STEEL & FORGE Co. felt they were doing their part toward the ultimate victory goal.

Sponsoring programs via such a mass medium as radio is a novel, if not a paradoxical venture for these companies. None of these related industries has anything to sell to the public at large. Nor is there any conspicuous relations problem that might reasonably warrant the use of general propaganda. The motive back of this use of the airwaves is a pure and simple wish to perform a public service. The series represents the first entry into the field of radio for these various concerns.

The entire purpose of this half-hour series of programs is to promote the sale of Uncle Sam's Defense Savings Bonds. The show is presented directly from the theatre of the Fort Douglas United States Army Reception Center before a packed house of new selectees being inducted into Uncle Sam's service.

The format of our show is simple. Brief interviews with the new men of the Armed Forces are featured. On each broadcast there is a short message by one of Salt Lake's industrial leaders on the importance of buying Defense Bonds. To create the greatest possible interest in these appeals, there is a Defense Bond contest which has already aroused a tremendous amount of public interest although the program itself was premiered January 26. Each week the sponsor awards a Defense Bond for the best letter explaining why "Every American Should Go All Out for Victory and KEEP ON Buying Defense Savings Bonds." Music and entertainment by Ed Stoker and the KDYL Staff Orchestra round out the program.

While Louis W. Larson, president of the AD-CRAFTSMAN AGENCY handles the program details for us, the show itself is written by KDYL staff member Alvin G. Pack.

From a business standpoint there may be small value in the EASTERN IRON AND METAL CORP. being one of the co-sponsors of the *All Out for Victory* series, but as patriotic and proud Americans our company recognizes this as an opportunity to accomplish something of inestimable value to our country.

Upper . . . At the Fort Douglas Reception Center Theatre All Out for Victory goes on the air. On the stage is the entire KDYL cast. Lower . . . Morris Rosenblatt, vice-president and general manager of the EIMCO CORP goes over All Out for Victory scripts with Myron Fox, KDYL account executive. Background: interior of the EIMCO plant in Salt Lake City.

Public spirited Rosenblatt does not mention his part in the messages delivered by Salt Lake industrial leaders on the importance of buying Defense Bonds. A forceful personality and an impressive speaker, his brief, spirited talks are regarded by many listeners as the highlight of the KDYL *All Out for Victory* weekly broadcasts.





Left . . . A HIGGINS 36-foot landing boat brings troops ashore in far-off Iceland. ACME snapped photo on October 11, 1941.

DEPARTMENT stores, bakeries, grocers and others in business fields which have direct contact with the general public may at first glance seem to have little in common with the advertising problems of a business which specializes in marine engines, outboard motors, ship to shore telephones and marine hardware and supplies. Of course no two businesses are the same, but it is a fact that any advertising campaign has certain basic and fundamental standards applicable to any business.

Right now I want to outline this basic plan for radio in the terms of *who, what, where, when and why*. The answers to those six questions tell the story not only for the HIGGINS INDUSTRIES but for almost any other business enterprise that uses radio successfully.

The question of *who should use radio* may be answered in this way: if an industry such as ours, appealing to a very specialized group, with a product that is definitely in the luxury class can use radio successfully, it would seem to me that radio is a good bet for almost any business.

And right now, I should like to point out that we are *expanding* in this direction instead of curtailing our radio offerings. There's a reason! We have at the present time nearly 3,000 men employed in our boat building division, and nearly all of this output goes to the United States Navy, the British Navy or the Netherlands Navy. *But when peace returns, we must look to the public for orders. By using radio now, the public will not have forgotten us.*

But, that is only one reason *why* we use radio. There are others. For example; sales increases are certainly a determining factor. Three years ago, HIGGINS INDUSTRIES sold a motor boat cruiser to Joseph Uhalt, head of radio station WDSU. To show our appreciation, we purchased a small amount of time, using spot announcements. There was such an increase in the sale of outboard motors and marine supplies that the contract was extended over a period of a year.

Then, Andrew J. Higgins, president of HIGGINS INDUSTRIES reasoned that if spot announcements could bring recognized results, a sponsored program

Adaptable to Any Business is the 6-Point Plan for Radio Says
Geo. W. Rappleyea of the Higgins Industries, New Orleans, La.

Ahoy

should contribute even more towards the healthy growth of the organization. Three months after *Ship Ahoy* went on the air over WDSU, sales in marine supplies, outboard motors, marine engines and motor boats showed an increase of 20 percent over the same three months of the preceding year!

What type of radio program should be used? There are as many different answers to that as there are radio programs. The sponsor needs to keep only one thing in mind. He must decide to what audience he wants to direct his appeal, and then give that audience a program that will interest it.

Prospective customers of HIGGINS INDUSTRIES are either owners or would-be owners and operators of motor boats.

For that reason, *Ship Ahoy* is devoted to sea stories, navy tales, yachting stories, Mississippi River yarns and tales of the Coast Guard and Merchant Marine, as is *Anchors Away*, heard over WNOE. Prior to the present emergency, many of our customers were in South America. For them, we had our WNOE *Pan America* program. Our latest radio venture, *Eight Bells*, heard over WWL, is a talent show. Participants are confined to enlisted men or officers of the United States Army, Navy, Marine Corps or Coast Guard.

In coming around to the point of *how* to use radio, good will is at the top of the list. While the original purpose of our first radio program was to stimulate interest in our retail sales department, the secondary purpose is equally important. Good will between the company and the various government services which use the boats which we manufacture must be maintained at any cost.

To get the best results, from radio, regardless of the reasons for its use, the

Below . . . Here is the busy naval water front base of HIGGINS INDUSTRIES. Boats built in the plant are brought to the water front on flat cars, launched with a 100-ton crane.





Left . . . One of the 45-foot HIGGINS' built, welded steel, twin screw, diesel powered tank carriers takes a labor battalion for a boat ride. Off the boat came 187 men.

sponsor must remember that in this day and age it isn't the man who builds the best mouse trap who has the world at his door. That mouse trap has to be promoted. It's the same with radio.

HIGGINS INDUSTRIES capitalizes its radio programs by featuring day, hour and station in newspapers, magazine advertisements and in yacht club programs. A four-page stuffer is inserted in envelopes of all outgoing mail. When a high ranking U. S. Engineer Officer is a guest, special mimeographed copies of the program are mailed to all the different district engineer offices in the country. Persistency is an important factor closely related to promotion.

Last but not least, when it comes to *how to use radio*, showmanship should not be ignored. When survivors of the torpedoed American ship, *Robin Moor*, arrived in New Orleans we were represented on a revenue cutter that went out to meet the ship 40 miles down the Mississippi River. Before the survivors ever reached shore, transcriptions of their statements and stories were cut. That disc was on the air 15 minutes after the ship docked!

When to use radio is closely related to *how to use radio*. We have found that the only way to build up a large audience of those interested in one particular subject is to have a definite day and hour for a program and to stick to that schedule. For us it is necessary to reach the business man, and for that reason our programs are always spotted in the evenings between 6 and 8 P.M.

And *where* should a sponsor place his radio offering? That depends upon his

Busy as a one-armed paper hanger is George Washington Rappleyea, assistant to the president of Higgins Industries. Other duties: plant protection officer in charge of armed guards and plant protection; public relations counselor and advertising manager, and director of the boat operators school, a two weeks course for enlisted men and Navy officers.

Like the proverbial bus man, holiday time for shipbuilder Rappleyea is closely related to business. Year after year, he has managed the January motor boat shows at the National Boat Shows in New York City. That there was no motor boat show this year was small comfort. Since war was declared, the plant has been on a 24-hour basis. Boat-builder Rappleyea has little time to think of anything other than production.

budget and the total area he wants to reach. We have had good results from a 250 watt station, a 5,000 watt and a 50,000 watt. Each serves a specific purpose.

It would be ridiculous to say that the HIGGINS' radio programs were entirely responsible for the phenomenal growth of our company, any more than it would be fair to say that the Signal Corps of the United States Army won the first World War. But the Signal Corps did its share to help win that war and radio programs have likewise contributed to the success of HIGGINS INDUSTRIES.

Clean Shirts for Sailors

Sales Upped from \$40,000 to \$100,000 in Three Years Writes
James Robertson, President of Robertson's Laundry, Michigan

BETWEEN the northern tip of Michigan and Canada lies a narrow ribbon of navigable water, the Soo Canal, whose locks are now guarded night and day by special military police. During the 7½ months each year when the Great Lakes are free from ice, more tonnage passes through the Soo than passes through the Panama and Suez Canals together in a year. Each of the 291 ore-carriers which come down from Lake Superior loaded to their Plimsoll marks go back light for additional cargo.

During the 4½ months a year when ice blocks the channels, ROBERTSON'S LAUNDRY settles down to the calm routine of city business and normal hours. During the shipping season, ROBERTSON'S operates day and night shifts six days a week as well as a day shift on Sunday. For those 7½ months, our service is directed and slanted at the Great Lakes ships and the men who sail them.

Most of the ships carry crews of from 40 to 45 officers and men, and last sea-

son ROBERTSON'S had 125 ships on its books. Sheets, tablecloths, shirts, towels, aprons, coats and dish cloths all go into the bundles picked up by our routemen for some 5,000 floating customers. Since an average bundle consists of four bags (each weighing from 100 to 150 pounds), and ROBERTSON'S services an average of 24 ships a day, the reasons for our day and night shifts are obvious.

Such success stories are usually told of long established businesses. Ours is a mere infant, but in a hop, skip and jump it has gone from a \$40,000 yearly volume to over \$100,000 in three short years. That is what radio has helped us do, and without radio it might well have been a different story.

Last year for example, our *Great Lakes Program* was heard over WSOO from April 1 through November. Seven days a week our half-hour program broadcast at 11:30 A.M. was heard by the men on giant ore freighters. (Some of them have even complained when the

● Up the hatches of ore boats passing through the Soo locks comes laundry for ships and sailors. Destination: ROBERTSON'S LAUNDRY.



Jim Robertson saw daylight in Cattaraugus, N. Y., grew up on the banks of the St. Mary's river in Michigan. Almost top man at the Soo high school when he graduated, he went on to Western State Teachers College, Kalamazoo, Mich., and the University of Michigan. When he won the Seeburger Scholarship, several prizes for his paintings at the Chicago Art Institute, he headed for New York's Art Students League. In Manhattan, he partially starved, sold his first cartoon to Judge magazine.

From art in a garret, he settled down to a business career. His father (who owns a thriving shoe store in Sault Ste. Marie) acquired an ill-equipped laundry in a nearby building. Home for vacation, Jim took one look at the laundry, decided his father needed help.

His pride and joy is a log cabin at 6 Mile Point, Sugar Island. While he indulges in photography, fishing, trap shooting and outdoor cooking, his first enthusiasm is a program of chalk talks which he has given more than 150 times in sundry parts of the State of Michigan. With a piece of chalk, a blackboard, and novel lighting effects he draws cartoons, blathers away on Mark Twain, Phineas T. Barnum, other colorful figures in American history.

● Right . . . Scenes from the busy ROBERTSON LAUNDRY. At the extreme right, laundryman Robertson checks over details. During the shipping season, the plant operates day and night shifts six days a week, and a Sunday day shift, for its water-borne customers.

program faded out about 300 miles from Sault Ste. Marie.) And while we have to make some changes in the program format this year to meet the censorship regulations, we'll be on WSOO during the entire navigation season.

Of course one program doesn't make me an authority on radio, but our experience has paved the way for some observations which sponsors in any business might well take to heart.

In the first place, a sponsor must have a program which is suited to the job the program is supposed to perform. Our own program is designed to appeal to men who are on the lakes practically all of the time from April until the navigation season closes.

Naturally, the program is dressed up, but primarily it consists of requests for musical numbers and marine information. Requests come not only from the men, but from their friends and families. Conducted by Frank Firmschild, WSOO program director, the show opens with a ship's bell ringing and goes into the theme of "Sailing, Sailing." Previously we have included weather reports, hydrographic information, and boat passages both upbound and down-



bound for the preceding 24-hour period, but this will now be discontinued.

Once a sponsor has a program which does its assigned job he can't just sit down and wait for a miracle. If a sponsor has a good show, he ought to be willing to promote it. *Certainly promotion pays in extra dividends.* WSOO has always found us willing to spend money to back up our radio offering with the little extras that put a program on top.

"Soosie Sea Gull said:" is one of the contests we have used to (1) acquaint the men on the lakes with the new ROBERTSON symbol, *Soosie Sea Gull*, (2) to promote our program.

Soosie Sea Gull said:

As she flapped her wings and cracked her bill

"Send your shirts to the rolling mill."

Of course, this didn't win one of the 38 prizes which ranged from \$50 to \$1, but it did give us the biggest laugh.

Another promotion activity of ours is a bright sticker calling attention to the *Great Lakes Program*. That sticker goes on the outside of every package which is returned to our water-borne customers. Radio and the package go hand in hand

to win the loyalty of our marine customers.

My third point really has more to do with the sponsor than with the radio station he may use, but the two are closely related. Too frequently, cooperation between the two is neglected. *To my mind, cooperation is one of the absolute essentials!*

In other words, I must so run my business as to give the station something to talk about in its commercials, and it is also my job to see that the station knows what I am doing. If we make improvements in the plant (as we do constantly) it gives the station a selling point for the program. Extra services which ROBERTSON's give should also be made known to the station. When we include in return bundles, (1) a red tag to attach to the next bundle, (2) a laundry list and a pencil, and (3) a pamphlet telling about dry cleaning, or announcing a contest, those facts are not only commercial copy for our radio program, but they also help *sell* the program.

Do these theories work? They have for us. Right now we are considering further plant expansion, and for much of our success radio must take its bow.





Keep 'Em Shining

By Tod Williams

As a kid, you likely chanted the little ditty, "Twinkle, twinkle, little star."

Well, now is the time to recall that jingle.

Countless shrewd radio advertisers have learned that when a star twinkles, merchandise will move. This is just as true of the man who is using time on a local station as it is of a national advertiser buying a coast-to-coast hookup.

Now the "star system," while it may have its flaws, is time-tested.

For example, let us look to the theatre business where one Adolph Zukor has left an indelible imprint. Back in the first days of the galloping tintype, a cuddly blonde was identified only as *The Vitagraph Girl*. Mr. Zukor took her in hand. Mary Smith of Toronto became Mary Pickford. Her name was blazoned in lights. She became the first STAR of the motion picture.

Now those who object to the "star system" would object to Mr. Z's procedure. They would have been in anguish at the fabulous sums this star later laid into her coffers.

They would, however, have overlooked the fact that Mr. Zukor *gladly* signed this stupendous weekly pay check because the name of Mary Pickford (and her personality) lured millions to the box office.

And exactly the same thing is true of the radio business today. We build stars. In turn, the stars are instrumental in selling large quantities of merchandise. *Ergo*: they are a good investment.

James Shapiro, successful druggist of Hibbing, Minnesota, sponsors a local newscast on WMFG. With the utmost deliberation he has built up a reporter, Franz Naeseth as a distinctive personality. Listeners won't miss him. While rough-and-ready Mr. Naeseth would likely be the first to deny that he's a "star," he remains just that in the public's mind! So they follow him, and buy Mr. Shapiro's merchandise.

The KNUDSEN CREAMERY CO. of Los Angeles reports the same story in the December, 1941, issue of R.S. They built up a star in the person of Elinor Gene who entrances the younger generation with her *Twilight Tales*.

Now to keep our thinking on an even keel, let us examine the opposite viewpoint.

Not long ago an advertising agency executive told me, "I will never be caught in the act of building up a star personality. I have found that they invariably develop into a Frankenstein."

He amplified this by adding that once a personality achieves real star rating in the public's mind, he (or she) is immediately imbued with a fantastic notion of his value and indispensability.

In examining this gentleman's thesis, I find it impossible not to shoot it full of holes, good big ones you could drive a tank through.

I seriously question that any person who is capable of being built to stardom is so short-sighted that he won't play ball with his sponsor, the man who pays the bills. Quite naturally, he wants a fair price for his services. I think that we agree that he's entitled to that. If he's developed the kind of impact that makes folks listen, and subsequently buy your wares, *even though you built him up*, his recompense should be commensurate. As his popularity rises, and sales spiral upward, so should his income.

And while there may have been instances of it, I have never had the fact called to my attention that a star deliberately killed the goose that laid the golden egg.

However, if this does happen (and there must always be the exception to prove the rule) you will find that it's actually easier to reduce a one-time star to oblivion than it was to build him to the heights. Fortunately for your sake as an advertiser, most stars are realistically aware of this fact.

Does that not dispose of the "Frankenstein theory?"

As you plot your radio expenditures, keep the "star system" in mind. You are making an investment when you buy radio time. Make that investment a sound one by using the most thoroughly tested methods known in selling.

Tick off on your fingers the names of the biggest stars . . . national, or *in your own community*. Who were they ten short years ago? Built now to stardom by shrewd advertisers, they are now a gold mine.

Don't cavil because you haven't a Jack Benny, a Fibber McGee or a Charlie McCarthy on your program. *Build your own star*. Have him under contract from the start. No matter who he is, no matter what his specialty, no matter on what station you propose to use him, if you can fix in the public's mind that he *is* a star your radio dollar will be wisely invested.



"The luckiest guy in the world" is what Ralph Stevens, The Fishin' Fool, shown above, calls himself. For 15 years, he toiled mightily as a sales executive to become wealthy enough to quit work, spend his declining years fishing. Came the depression and near poverty. Suddenly his ambitions were all realized. He now spends his time fishing and gets paid for it!

AND in walked Steve. Yes sir! Just like that. And when he walked out again, the B. SIMON HARDWARE CO. was a radio advertiser. I don't mean to say that we were immediately convinced that what we needed most in our business was a radio program. Far from it! We were hard to sell. We had to be.

We had pulled ourselves out of the depression by our bootstraps. We had seen a thriving tool business fade away to nothing through the cessation of all forms of building. In desperation, we had taken long chances and opened new departments. True, we were keeping our heads above water, but it was a hercu-

Anglin

Jacob Simon, Vice-Pres. of

Credits a Twice Yearly T

lean task. There was plenty to think about and more to worry about.

Probably that was where Steve had the advantage. His one thought was that when you give the public something they like and profit by, they become friendly, and friends always give you a break. My brother, Lou, and I shared that conviction. Steve went on to explain that there were thousands of men and women in the San Francisco-Oakland Bay area who would welcome a service whereby each Friday night they would be told where the fish were biting. We ourselves were ardent fishermen so we appreciated that point, too.

Steve picked up a large reel from our woefully small stock. With the clicker on, he spun the handle and said, in imitation of a radio announcer, "That's the song of the singing reel, folks. This is the *Fishin' Fool* talking to you for the B. SIMON HARDWARE CO." We agreed to try it out for 30 days.

Every Friday night since, for the past 12 years, Steve has broadcast fishing news to anglers of Northern and Central California.

Five days a week Stevens fishes, exploring the many waters near the San Francisco-Oakland area. On Friday nights he broadcasts over KROW information as to where the fish are biting, what bait to use, what tackle and equipment is indicated.

Twelve years ago the B. SIMON HARDWARE CO. was an average hardware store with several new departments still in their toddling clothes. Today it is a large establishment with departments for tools, housewares, paints, marine sup-

or Sales

Simon Hardware Co., Oakland of Fishing Tackle to Radio

plies, builders' hardware, camping equipment, sporting goods and allied lines. Twelve years ago, fishing tackle wasn't even a department; it was a sideline tended by any hardware clerk who happened to be close by. Today, it requires six full time clerks to handle the business.

Twelve years ago the stock consisted of perhaps 20 fishing rods, as many reels, and odds and ends of hooks, sinkers, lines and leaders. Today, in the huge new store, the tackle department's walls are lined on two sides for a distance of about 100 feet with rods of every size, type and price. In the center is a separate display of perhaps 20 feet where we carry only plug casting rods. Upstairs, in reserve, may be seen well over 1,500 more rods, while in several long drawers are the more expensive fly rods. At last count, the inventory showed over 2,500 reels in stock. Over five tons of lead are always on hand in the form of sinkers. The number of lures, spoons, spinners and plugs is legion. A moving van would be required to accommodate the supply of miscellaneous gear such as hooks, lines, leaders, creels, waders and boots.

This entire stock of fishing tackle will turn over at least twice during the coming year, and we are frank to say that we attribute the lion's share of the astonishing success of this department to the little 15-minute broadcast each Friday night heard over KROW.

Regarding the benefit other departments receive from the broadcast, we are convinced that it is very actual. Thousands of customers who have been brought into the store through the com-

All wool but not a yard wide is genial Jake Simon. Cool in a crisis, always ready to give or take good-natured kidding, Jake makes and keeps friends. Around the 50 mark, he likes to fish comfortably, does so frequently.



D y n a m i c Louis Simon, the other half of the Simon combination, keeps his boyish figure by an excess of nervous energy. A keen buyer, an alert salesman and a glutton for work, Lou presents a rather austere exterior. Compliments on the beauty and arrangement of the B. Simon Hardware Co. prove him soft and pliable.

mercial announcement of a radio special on some item of fishing tackle have seen and purchased other lines.

There is only one commercial on the program. Used in the middle of the program, it is more or less conversational in tone, and really amounts to a friendly tip on what is hot in bargains or new equipment.

At the time the program made its debut, even the small station rate was an item. When that rate increased as the station grew, we continued with our program even though the rate was 800 per cent greater than it was at first.

If there is a moral in this story, it can be put in a nut-shell. *Consistency* pays! Perhaps our program sign-off may be as important to other business men in our field as it is to our radio listeners. "Good-bye, Good Luck and Go Get 'Em."



AIRING THE NEW

All the available data on new radio programs. No result figures, as yet, but worth reading about!

Beverages

GALLO CONTINUOUS NEWSREEL Southern California clock-watchers anxious to tune-in on a complete newscast by their favorite announcer have found an answer to their prayers. No matter when they tune in on the *Gallo Continuous Newsreel* hour they get a complete news broadcast by listening for a quarter-hour.

Sponsored by the E. J. GALLO WINERY over KHJ, this hour long presentation of the latest news is divided into 15-minute intervals. Latest news bulletins are repeated in each succeeding 15-minute interval to constantly bring the program up-to-the-minute. Featured in all GALLO promotion is ace newscaster Norman Nesbitt.

Special promotion: a four weeks' KHJ spot announcement campaign, signboards, newspaper ads and advertisements in the *Southern California Grocers Journal*.

AIR FAX: First Broadcast: December 8, 1941.

Broadcast Schedule: Monday through Saturday, 10:00-11:00 P.M. (CST).

Preceded By: Music.

Followed By: Music.

Sponsor: E. J. Gallo Winery.

Station: KHJ, Los Angeles, Cal.

Power: 5,000 watts.

Population: 1,497,074.

Agency: Raymond R. Morgan.

COMMENT: Idea behind this show has also been successfully developed over WHN, New York City. (See *SHOWMANSHIP*, Nov., '41, p. 350). It could be adapted to almost any community where

population and the sponsor's budget warranted the expenditure. Since the personality of the man-behind-the-mike is almost as important to the success of a news-show as the news itself, GALLO WINERY has wisely featured its newscaster in its special promotion of the program.

Gasolines

YOUR SAFETY SCOUT Time was when the favorite Sunday afternoon pastime of the average American family was a drive into the country. Too, those were the days when the Missus took the family jalopy to do her shopping at the neighborhood store two blocks away. Scientists speculated as to whether the people of the United States would evolve as a nation of spindle-legged individuals.

Today the pedal extremities are getting a long over-do workout. Present concern of every motorist: how to prolong the life of his car. Careful driving is no longer a matter of Emily Post courtesy. It is a necessity.

In Cincinnati, O., safe, courteous driving has become a matter for competition. Five gallons of petrol go to the 10 weekly winners. To radio listeners, CREST OIL Co. has become *Your Safety Scout*.

Designed to safeguard the lives of motorists and pedestrians as well as to conserve the wear and tear on tires and automobiles, the program features the naming of the 10 motorists chosen each week as the most careful and courteous drivers in the Cincinnati area for the preceding week. Every Sunday the names of ten people spotted by the *Crest Safety Scout* are heard on the program. Only prerequisite for the citation is careful driving.

Stationed at various parts of the city is the *Crest Safety Scout*. Drivers have no way of spotting the spotter, have to drive carefully all of the time to be in line for awards. If a winner does not claim his award by Tuesday noon following the Sunday broadcast, his free gallons are added to those which will be distributed the following week.

To remind the motoring public as

well as pedestrians of the principles of safe, courteous driving, safety officers in Greater Cincinnati and Northern Kentucky note outstanding instances of good driving and report these drivers to CREST OIL Co.

Expert traffic authorities and other important guests appear each week with a brief message. Theme: "Patriotic Drivers Drive Safely." Chief of Police Weatherly inaugurated the series, approving the program as a civic and patriotic undertaking.

Musical entertainment on the program is furnished by transcription. Show also includes suggestions for more economical motoring, tips on safety rules, tire and automobile conservation.

Special promotion: merchandising schedule includes car cards, signs, newspaper advertisements, courtesy announcements and write-ups in the WSAI house organ.

AIR FAX: *First Broadcast:* January 25, 1942.

Broadcast Schedule: Sunday, 4:00-4:30 P.M.

Preceded By: Listen America.

Followed By: News.

Sponsor: Crest Oil Co.

Station: WSAI, Cincinnati, O.

Power: 5,000 watts.

Population: 685,495.

Agency: Roy S. Durstine, Inc.

COMMENT: While many attempts to promote safety have failed for lack of showmanship, CREST OIL Co. has tied in its campaign with national defense, and *showmanship* has put it across.

SAMPLE SCRIPT AVAILABLE

Newspapers

DO YOU KNOW THE NEWS Academicians have it that America is a nation of headline readers. Proving that this assertion is more fiction than fact is the Dallas (Tex.) MORNING NEWS. Each week, two six-man teams face a barrage of questions based on items on the local, state, national and international scene. Questions are culled from current events and exclusive features carried in the NEWS for the preceding seven days.

Contestants are representatives of lo-



cal organizations, or local groups of national organizations. *Promotion angle:* teams are selected from sections of the city and suburbs where circulation is weak. Follow-up is by News carriers.

Church groups anxious to accumulate enough money to provide the parsonage with new curtains, others compete for a team prize of \$25 in cash. To the individuals: prizes of from 50c to \$4 in United States Defense Savings Stamps.

Program format: first question asked each contestant is worth (1) 50c in Defense Stamps, and (2) ten team points. Prizes and team points double in value with each correct answer up to a total of \$4 in Defense Stamps and 80 team points. A miss forfeits accumulated stamps which then go into a Jack-Pot to be awarded as consolation prize to the losing team at quiz end. Ray of sunshine for the quiztutant: a miss does not cancel team points accumulated.

Taking a leaf from the professor's notebook, the NEWS uses four different types of questions; multiple choice, spelling, completion, and true-or-false. Quizzee may pick the type of question he wants to tackle.

AIR FAX: *First Broadcast:* January 6, 1942.

Broadcast Schedule: Tuesday, 8:00-8:30 P.M. (CST).

Preceded By: Meet Your Navy.

Followed By: NBC Symphony.

Sponsor: Dallas Morning News.

Station: KGKO, Dallas, Tex.

Power: 5,000 watts (D).

Population: 273,297.

COMMENT: Sponsor here uses *showmanship* in an interesting and effective way to identify himself with what today is one of the most important elements in day-to-day living, namely, *news*. Equally interesting from the standpoint of sales increase is the idea of carrier follow-ups.

SAMPLE SCRIPT AVAILABLE

Sustaining

GOLFER'S FORUM For Mr. Average Golfer and the sub-average "dubs," WEEI, Boston, Mass., has become the nineteenth hole. Golf troubles are aired every Saturday eve, with Jay Wesley setting the pace.

Program format: topics of interest to the hook-and-slice brethren, and anecdotes of top-flight golfers' experiences. The accomplishments of pace-setting greensmen are used to illustrate and point a cure for the faults of the average player. Golfers who have been out that afternoon struggling with an old fault or running across a new one that is hanging their scores up in the higher brackets get pointers that will help them chop a few strokes from their Sunday score cards.

Show includes two regulars, Jay Wesley and Arthur Johnson, Weston Golf Club *pro* for fifteen years. Each week there are two guests. *Guest No. 1:* a well-known *pro*, an outstanding amateur, some other person prominent in New England golfing circles. *Guest No. 2:* a Mr. Average Golfer, with a big name in business who has plenty of room left for improvement in his game.

AIR FAX: *First Broadcast:* April 26, 1941.
Broadcast Schedule: Saturday, 10:30-10.45 P.M.
Preceded By: Public Affairs.
Followed By: News.
Station: WEEI, Boston, Mass.
Power: 5,000 watts.
Population: 1,924,642.

COMMENT: Here is an excellent and timely idea for sponsors whose business it is to cater to the needs and desires of devotees of this popular summertime sport.

Taxicabs

CALIFORNIA STORY TELLER Not merely because of filial duty do Californians love their native state. Because of its exciting background, no one is more proud or more interested in the dramatic and romantic history of the golden state than its residents.

The YELLOW CAB Co. of San Francisco and Los Angeles employ this affection to good advantage in presenting *The California Story Teller* to San Francisco listeners over KFRC, and to Los Angeles residents over KHJ. Narrated with organ background are thrilling true tales of early California history. Material for these yarns may go as far back as 400 years, or come up to as late as 1915. Each story is a separate chapter in California history.

Commercials emphasize taxicab scrip books. To dispel the idea that taxicabs are to be used only in the case of emergencies or ostentatious splurges, YELLOW CAB turned to radio to get new users for its service. Copy stresses the convenience of cabs for women shoppers, businessmen wanting to get across town in a hurry. *Copy angle:* the five can ride as cheaply as one idea.

Unusual feature in actual production: veteran mikeman Ray Lewis does the entire narration, taking all the characters and parts in these stories written by Jeanne McGahey, California authoress. A research staff checks copy for accuracy.

AIR FAX: *First Broadcast:* November 11, 1941.
Broadcast Schedule: Tuesday and Thursday, 9:15-9:30 P.M.
Preceded By: News.
Followed By: News.
Sponsor: Yellow Cab Co.
Station: KHJ, Los Angeles, Cal.; KFRC, San Francisco.
Power: 5,000 watts.
Agency: Rhoades & Davis, San Francisco.

COMMENT: Most taxicab companies have to overcome prejudice over the price of their service. YELLOW CAB has wisely selected a program which will help build goodwill. Commercials which stress the economy and convenience of its service do the rest.

SAMPLE SCRIPT AVAILABLE



SHOWMANSHIP IN ACTION

Those extra promotions and merchandising stunts that lift a program out of the ordinary.

Groceries

GOLDEN LIGHT MONEY MAN The cry of the oldtime junkman, "*Any bones, and bottles, any rags today*" isn't such a far cry from that of GOLDEN LIGHT COFFEE Co.'s *Money Man* heard five times a week over KFDA, Amarillo, Tex. Cold cash is paid out to club members for such wacky little items as a pen point that scratches, burnt matches, old poker chips or a torn paper bag. Other items called for: a peanut shell, a piece of fly-paper, a pear stem and a length of red thread.

Read off each day are the John Henry's of five club members. Each is asked to send in a different item. Whether it is a tack, a broken shoe-lace, or a cracker crumb, five dollars or five pounds of GOLDEN LIGHT COFFEE goes to each one if the article sent in is postmarked not later than 5:00 P.M. the day following the broadcast. Wacky item must be enclosed in the GOLDEN LIGHT FLAV-O-TAINER package. As consolation to those who missed the broadcast on which their name was used: a form post-card is sent out with instructions to their grocer to give a free pound of GOLDEN LIGHT COFFEE.

To become a member, listener sends in his own name and address. Inclusion of the names of friends automatically makes them members, puts them in the running for *cash for trash*. When the program was first aired, station used music fill-ins. Membership cards now

come in such volume that the program is all talk. Rung in on each broadcast are the names of new members.

Also included on each show: reading of testimonials sent in voluntarily by prospective members. Testimonials now supply most of the commercials on the program.

Special promotion: GOLDEN LIGHT Co. printed display cards for use in grocery stores calling attention to the show. Salesmen were called in to hear the original show so they could plug it in their territory. GOLDEN LIGHT FLAV-O-TAINER COFFEE bags are now stamped with a plug for the radio show.

AIR FAX: KFDA program director Paul McCallister, is the *Golden Light Money Man*. Script is provided by Allen A. Funt Radio Productions, 52 Vanderbilt Ave., New York City. Show is heard in other parts of the country for other sponsors as *Funny Money Man*.

Script may be altered to suit client, time and general needs. Show includes a transcribed theme which Funt Productions send at the outset. *Funny Money Man* may have single or participating sponsorship. Programs may be of any length and used any number of times a week. Minimum contract is for thirteen weeks, although one week tests are accepted.

First Broadcast: October 1, 1941.

Broadcast Schedule: Monday through Friday, 9:30-9:45 A.M. (CST).

Preceded By: News.

Followed By: Cheerup Gang.

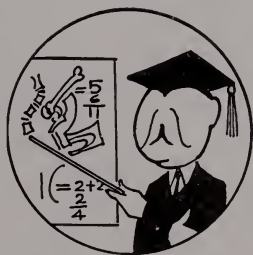
Sponsor: Golden Light Coffee Co.

Station: KFDA, Amarillo, Tex.

Power: 250 watts.

Population: 51,792.

Producer: Allen A. Funt.



COMMENT: Club memberships give the GOLDEN LIGHT COFFEE Co. a valuable mailing list, and promotion through retail outlets creates dealer goodwill. Because the show has a one-man cast taken from the studio staff, it is simple and inexpensive to produce. Here is an entertaining feature which is a natural for the low-budget, local sponsor.

SAMPLE SCRIPT AVAILABLE

Gasolines

MARCH OF VICTORY Lined up solidly behind *March of Victory* before it ever went on the air were citizens of Cleveland, O. *Showmanstunt:* while HICKOK OIL used sundry methods to promote the show, its name was never mentioned. Result was that the WHK program got

off to a whirlwind start with a huge and curious ready-made audience.

A general sales meeting attended by all regional retailers for HIGH SPEED GAS & OIL was the first step in the build-up. Next step was to use newspaper advertisements throughout Northern Ohio. Thousands of broadsides were distributed. HICKOK OIL stations blossomed out with strings of *March of Victory* banners.

Tie-in for the local distributor: pictures of things featured in the day's news are offered over WHK, distributed through the gas stations. Mugged are planes, pillboxes, army insignia, great personalities of the U. S. armed forces, "pineapples" and battleships. Bait is excellent lure for younger listeners, equally good for their parents.

AIR FAX: Designed to answer the much-repeated question of the day, "What are we doing to win the war?" the program features two WHK announcers in discussions of little-known phases of national defense. Scripts tell of progress made in defense industries, in army camps and in research laboratories. Copy is written by a nationally-known writer, who, like the sponsor, is not having his John Henry disclosed.

First Broadcast: January 27, 1942.

Broadcast Schedule: Tuesday and Thursday, 7:30-7:45 P.M.

Preceded By: Mr. Keen.

Followed By: Inside of Sports.

Sponsor: Hickok Oil Co., Toledo, O.

Station: WHK, Cleveland, O.

Power: 5,000 watts.

Population: 1,111,449.

COMMENT: Curiosity may have killed a cat, but it never meant "curtains" for a sponsor who set out to create a ready-made audience for his radio offering. Blitzkrieg methods of this kind embody many of the best elements of showmanship. Dealer tie-in is especially valuable in creating good will, and the huge response to the picture offer indicates that HICKOK OIL is on the right track.

Men's Wear

PLATTERBRAINS Time was, when the family picture album was apt to occupy the place of honor on the parlor table. With the public's interest in recorded

music at a higher point than at any time in the past, the treasured item today is probably an album of popular recordings.

When CRAWFORD CLOTHES, INC., men's clothiers, cast about for a new radio show, its advertising manager, Jerome Layton, jigsawed the pieces together, came out with a new format. *Platter-brains* listeners are invited to submit questions for this musical quiz program to experts from the musical world. When the musical bigwigs fluff the score, and miss a question, an album of popular recordings of his own choice goes to the person who sent in the stumper.

AIR FAX: Music-master Bob Bach emcees this musical quiz program which tests the knowledge of experts on modern recordings. Program pattern follows that of *Information Please*, with two permanent members and two guests for each performance.

First Broadcast: August 25, 1941.

Broadcast Schedule: Saturday, 7:00-7:45 P.M. (EST).

Preceded By: News.

Followed By: Johannes Steel, news analyst.

Sponsor: Crawford Clothes, Inc.

Station: WMCA, New York City.

Power: 5,000 watts.

COMMENT: While quiz programs still maintain their general popularity, the chief problem for the sponsor is to develop a new angle for what is today one of the public's favorite forms of entertainment. CRAWFORD CLOTHES has put a new twist on a format that has proved successful for a variety of sponsors.

Sporting Goods

SPORTSMAN'S REVIEW How may sponsors of news programs best tie-in their radio offering with their products? For the DAVE COOK SPORTING GOODS STORE, Denver, Col., the answer was the *Sportsman's Review*.

Sponsor's news show heard six times a week by early morning listeners presents up-to-the-minute news of world events. Equally up-to-the-minute is the weekly sportsman's guide. Listeners may write in for free copies, or get them from sponsor.



Where are the fish biting best? What are duck shooting prospects for the week-end? Telegraphic reports from correspondents throughout the Rocky Mountain region bring sponsor the low-down on these, and other questions. Football, baseball, hunting, fishing, skiing, skating and other sports activities are also covered in the eight-page mimeographed merchandising service.

AIR FAX: *First Broadcast:* March 1, 1941.
Broadcast Schedule: Monday through Saturday, 6:45 A.M.
Sponsor: Dave Cook Sporting Goods Co.
Station: KLZ, Denver, Col.
Power: 5,000 watts.
Population: 303,273.
Agency: Max Goldberg.

COMMENT: Newscasts have an advantage in times such as the present because they appeal to all listener types, may be used by almost any business. Sponsor's extra promotion, however, ties-in the show with his particular business.

Drug Products

RADIO THEATRE OF FAMOUS CLASSICS
Psychologists, in devising a composite picture of the American people, have included book ownership as a prestige factor. Catch: many of said volumes have uncut pages.

Radio Theatre of Famous Classics, heard over KFRC, San Francisco, Cal., kills two birds with one stone. Famous book classics are dramatized in these half-hour weekly dramatizations sponsored by ASSOCIATED DENTAL SUPPLY CO. for its PARKER DENTAL SYSTEM. *Showmanstunt:* for a small charge to cover handling and postage, listeners receive BOOK LEAGUE OF AMERICA editions of these classics.

AIR FAX: *First Broadcast:* December 2, 1941.
Broadcast Schedule: Sunday, 3:30-4:00 P.M.
Preceded By: Haven Rest.
Followed By: News.
Sponsor: Associated Dental Supply Co.
Station: KFRC, San Francisco, Cal.
Power: 5,000 watts.
Population: 637,212.
Transcription: Kermit-Raymond Corp.
Agency: Theo. H. Segall.

COMMENT: Premium offers generally are an excellent method by which to check on listener pulling power.

**DEFENSE BONDS
BUY TANKS**



The tank is to the Army what the tackle is to the forward line of a football team. It is the "break-through." Head-on, it crashes timber, houses, enemy fortifications. Once it has opened the way, the attacking force follows for the "mopping up."

To match the mechanical might of aggressor nations today, America needs thousands of these tanks. They're rolling off the assembly lines now. They cost real money. Every time you buy an \$18.75 Defense Savings Bond or a 10c Defense Savings Stamp you give your country money enough to buy a vital part for another new tank.



Buy **DEFENSE SAVINGS
BONDS and STAMPS**
AT ALL BANKS, POST OFFICES,
AND SAVINGS AND LOAN
ASSOCIATIONS



SHOWMANSCOOPS

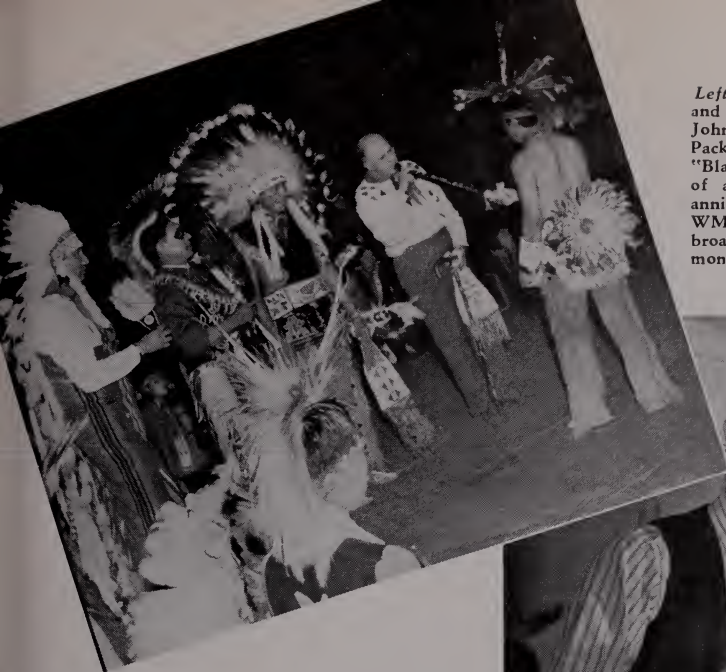
RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote their radio programs. If you wish photographs returned, please include self-addressed, stamped envelope.



Left . . . For three weeks, WOWO, Fort Wayne, Ind., listeners were asked to send in their favorite jokes. *The come-on:* 20 RCA personal camera-type radios, and one \$200 Stromberg-Carlson console radio-phonograph for the best and most suited to radio broadcasting. Stromberg-Carlson prize winner was J. A. Kerns, Waterloo, Ind. Ten personal radios went to the next ten best entries. In all 11 cases, an RCA personal radio was likewise sent to a man in service whose name had been submitted with each entry. Over 2,000 jokes were received. Photo shows, *left to right*, Happy Herb Hayworth, emcee of *Hoosier Housewarmin'*; Mr. and Mrs. J. A. Kerns, and Paul Roberts, WOWO-WGL announcer.

Below . . . Recently established to present a greater news service to the community and to inform downtown persons of the latest news, the KMOX News-post is located in a display window of Famous Barr, 7th and Olive streets. Display attracts more than 70,000 spectators a day. Crowds have been so large that several times police have had to untangle traffic. News-post contains a huge visual war map, a United Press teletype machine in operation, a news bulletin board, and direct lines to the KMOX news room.





Left . . . Newest member of the Sac and Fox Indian tribe of Tama, Ia., is John W. Rath, president of the Rath Packing Co., Waterloo, Ia. Induction of "Black Hawk" Rath was the first event of a four-day celebration of the 50th anniversary of the company. KRNT and WMT carried a series of anniversary broadcasts, including the Indian ceremonial.

Center . . . Only KIRO, Grand Forks, No. Dak., staff members to raise beards for the Junior Chamber Winter Carnival were (reading from left to right) Bill Walker, Harvey Kees, and George Chance. When the carnival was over, each flipped a coin. Purpose: to see who would get the first shave. Kees lost.



Right . . . Sportcaster Glenn E. Jackson, WLVA, Lynchburg, Va., introduces Metro-Goldwyn-Mayer's Ruth Hussey. Her escort: Bill Dudley, University of Virginia's All-American football hero. The occasion: the world premiere of *The Vanishing Virginian*.





PROOF O' THE PUDDING

Results from radio programs, based on sales, mails, surveys, long runs, the growth of the business itself.

Beverages

ROY HALL AND HIS BLUE RIDGE ENTERTAINERS When the DR. PEPPER BOTTLING CO., Roanoke, Va., and the *Blue Ridge Entertainers* got together, the cork was popped and things began to happen. Sponsor's sales were upped 250 percent over the previous year's volume. Indication that increased volume and mail-pull went hand-in-hand: top mail week in 1941 brought 1,844 letters and postcards.

Special promotion: newspaper stories and pictures are used extensively to promote the broadcast. Roy Hall and the other band boys wear DR. PEPPER emblemed shirts on show dates played six and seven nights weekly in the WDBJ primary and secondary areas.

AIR FAX: Baton wielder Hall dishes up five hillbilly or folk songs, supplemented with one Hammond number. Six men play the show.

First Broadcast: August 5, 1940.

Broadcast Schedule: Monday through Friday, 12:30-12:45 P.M.

Preceded By: Big Sister.

Followed By: Farm Broadcast.

Sponsor: Dr. Pepper Bottling Co.

Station: WDBJ, Roanoke, Va.

Power: 5,000 watts.

Population: 69,287.

COMMENT: That "hillbilly" songs are still prime public favorites is indicated by the success of this show. A 250% business increase in a single year tells its own story. Often, the sponsor selects a program based on his own personal preference, passes up a "hillbilly" program for that reason. In buying radio, it is good judgment to seek the opinions of the people who normally buy your prod-

uct. The girl out in your office may be typical of your women customers. In that case, her opinion may be wiser than yours.

Finance

HIGH NOON AND TIME FOR NEWS When war strikes, civilians turn to pin-dotted maps to help them follow the course of battle. As the theatres of conflict change, maps make intelligible the location of foreign cities, rivers and mountains. To WSPD listeners of its *High Noon and Time for the News* program, the FIRST FEDERAL SAVINGS & LOAN ASSOCIATION, Toledo, O., offered such a map.

Sponsor's offer: ten cents in coin to pay for mailing and handling charges of a war news map. To the psychological stimulus came a very real response; 5,000 maps were sent to listeners in a two weeks' period.

AIR FAX: Sponsor advertises savings, loans and investments on its quarter-hour daily newscast. Studio announcer introduces the show, then cues it to newscaster Jim Uebelhart, who opens with a news story. Program continues with national news to the close. Studio announcer reads the last commercial and program signature. Surveys indicate that this show is the most listened to daytime news program in the Northwestern Ohio-Southern Michigan area.

First Broadcast: January 8, 1940.

Broadcast Schedule: Daily, 12:00-12:15 P.M.

Preceded By: David Harum.

Followed By: Music.

Sponsor: First Federal Savings & Loan Ass'n.

Station: WSPD, Toledo, O.

Power: 5,000 watts.

Population: 320,484.

COMMENT: As a check on listener appeal and for that *extra* promotion which helps put a show across, premium offers of this kind serve a very valuable purpose. Program format outlined above is especially interesting in that while it has been in effect for two years, it fits the most recent NAB Code Committee's *News Control Suggestions*.

Home Furnishings

DINNER DANCE Confronted with a modern painting, Mr. John Q. Citizen is apt to make one stock answer; he doesn't know anything about art, but he knows what he likes. That music listeners also know what they like is the experience of

sponsors of this participating program heard over KGFF, Shawnee, Okla.

Show consists of recorded and transcribed musical selections requested by listeners. Mail count runs up near the 1,000 mark every month. Note: even before government censorship regulations went into effect, no requests were taken by telephone.

AIR FAX: Sponsorship is on a participating basis. Between-the-record chatter is carried on by emcee Frank Jackson.

First Broadcast: April 28, 1941.

Broadcast Schedule: Monday through Saturday, 6:00-7:00 P.M. (CST).

Preceded By: The Organ Grinder.

Followed By: News.

Sponsor: Marquis Furniture Co.; Kib Warren's Department-Hardware Store; Rock Island Shoe Shop; Coffey Drug Co.; Oklahoma Electrical Supply Co.; Okay Dairy Co., others.

Station: KGFF, Shawnee, Okla.

Power: 250 watts.

Population: 23,283.

COMMENT: A mail request show provides sponsors with an invaluable mailing list. Valuable feature of a show of this kind: it may be adapted to almost any budget. Since requests are staggered, show meets censorship regulations.

Lumber Yards

FOR MEN ONLY Proud fathers heralding a blessed event aren't the only ones to pass out the stogies. Cigars are also passed out by the LEWISTON LUMBER CO., and co-sponsor, the BILL DAVIS SMOKE SHOP. Recipients are those of four to six men who answer correctly questions asked on the WCOU weekly telephone quiz. Questions used on this feature that are sent in by listeners also rate cigars.

Sponsor ventured on to the air-waves with this show on April 15 for a four-week period. Still passing out his favorite Havanas is Alcide Morin, manager of the LEWISTON LUMBER CO.

AIR FAX: Names and telephone numbers are picked at random from the Lewiston-Auburn telephone directory. Questions on current events range from the war to local sports.

First Broadcast: April 15, 1941.

Broadcast Schedule: Tuesday, 6:30-6:45 P.M. (EST).

Preceded By: Sports Roundup.

Followed By: Reggie Rides Again.

Sponsor: Lewiston Lumber Co.; Bill Davis Smoke Shop.

Station: WCOU, Lewiston, Ma.

Power: 250 watts.

Population: 147,169.

COMMENT: Listener surveys still show the quiz program high up among the public's favorites. Not alike as two peas in a pod are the various deviations from the quiz program formula. Some variant of this type of entertainment can be successfully worked out for almost any sponsor.

Men's Wear

GOOD NEWS The old saw to the contrary, *no news was not good news* to STUCKEY's, men's clothiers in Rockford, Ill. *Good News* was better news to the sponsor whose original thought was to air the five-minute program over WROK as a pre-Christmas sales builder. So competent a builder was this news feature that STUCKEY's has taken on sponsorship for one year.

STUCKEY's wanted a radio campaign to fit into a limited budget. This five-minute program of cheerful, optimistic and humorous items in the news of the day fitted the budget. Results from the pre-Christmas test airing proved to store manager, Edward J. Stuckey, that *Good News* also fitted STUCKEY's.

Included on each program: a salute to a local person who has contributed to civic progress. Feature of this good will builder angle: the day before the broadcast sponsor notifies each person to be saluted.

AIR FAX: Source of copy is the United Press *Daily Chuckle Feature* and local news facilities. Prior to dress-up seasons and the advent of new styles and clothes, broadcast is heard five times a week. During off-months, show is aired three times a week.

First Broadcast: December 1, 1941.

Broadcast Schedule: Monday through Friday, 6:45-6:50 P.M.

Preceded By: Sports Review.

Followed By: Dinner Music.

Sponsor: Stuckey's.

Station: WROK, Rockford, Ill.

Power: 1,000 watts.

Population: 100,179.

Producer: United Press.

COMMENT: That a program need not be pretentious to be effective is indicated by the experience of this sponsor. As a means of creating good will, the salute to civic leaders is an excellent showmanship device. The special features submitted by news services are a reservoir of good program ideas.

SAMPLE SCRIPT AVAILABLE

WHAT THE PROGRAM DID FOR ME



This is the businessman's own department. Radio advertisers are invited to exchange results and reactions of radio programs for their mutual benefit. Address all letters to *What the Program Did for Me*, Radio Showmanship, 11th at Glenwood, Minneapolis, Minn.

Automobiles (Used)

SPORTS ROUND-UP "The *Sports Round-Up* show material is obtained from two sources. *Heartbeats in Sport Headlines* is a Mac Davis syndicated article. The second source is the regular sports news carried on the UNITED PRESS wire.

"There are two commercials on each program. The first immediately precedes the *Heartbeats* story, and an attempt is made to tie-in local sports items with a lead-in to the commercial.

"With this transition, the first commercial proceeds into an institutional theme in which certain definite points are included each day. The order of their mention is altered in order to achieve variety.

"Immediately following the *Heartbeats* feature is the second commercial which starts cold. A daily special is listed in this commercial, giving the year, make, model and price, together with a thumbnail description of the car. The license number and the description is repeated again with the close.

"While this program goes on the air at 6:15 P.M., a news program goes on for the same client at 7:45 P.M. In this way, both current events and sports news are covered daily.

"The program evidently has a great deal of listener appeal as evidenced by the fact that prospective customers frequently mention the program, and we often receive mail asking for copies of the *Heartbeats* feature."

STEVE KENT

Account Executive

Milton Weinberg Advertising Co.
Los Angeles, Cal.

AIR FAX: A behind-the-scenes slant on current sports news, with personality and human interest stories predominating, is offered by veteran radio reporter Pat Bishop.

First Broadcast: May 26, 1941.

Broadcast Schedule: Monday through Friday, 6:15-6:30 P.M.; Saturday, 5:15-5:30 P.M.

Preceded By: Monday through Friday, *Adventures in Hollywood*; Saturday, *Orchestra*.

Followed By: Monday, *For America We Sing*; Tuesday, *Concert*; Wednesday, *Penthouse Party*; Thursday, *Talk*; Friday, *Michael and Kitty*; Saturday, *Boy Meets Band*.

Sponsor: Kelley Kar Co., for used cars.

Station: KECA, Los Angeles, Cal.

Power: 5,000 watts.

Population: 1,497,074.

Agency: Milton Weinberg.

Producer: Mac Davis, Sunnyside, L. I.

COMMENT: Time was when the essence of the American way of life was contained in the phrase, "Two cars for every garage." War has changed all that. For the urban worker with a suburban home, today's headache is to obtain a jalopy which will survive for the duration. Since most car purchases are made by the man of the family, KELLEY KAR'S *Sports Round-Up* is an excellent sales builder.

Men's Wear

YANDT'S SPORT SLANTS "We don't know when we'll be back in business, but we know very well that when we *are* in position to serve our regular customers, we will benefit by having kept our name in front of them. It's even more important to us to keep them conscious of the YANDT firm when we're *not* in position to serve them than when we are. Regardless of how long it is before we re-open our store, we intend to stay right on the air, reminding customers and potential customers daily that YANDT MEN'S WEAR is *the* store for men and for women who buy for men. Only through radio can we maintain the *personal* con-

tact that will enable us to hold our customers."

MAX YANDT
Yandt's Men's Wear
Missoula, Mont.

AIR FAX: On New Year's Day, fire destroyed the building housing Yandt's Men's Wear, Missoula, Mont. Stock was damaged and turned over to an insurance firm for salvage. Plans for reopening are still indefinite, yet the firm continues on the air with its regular five-minute daily sports program.

First Broadcast: September, 1934.

Broadcast Schedule: Monday through Saturday, 6:30-6:35 P.M.

Preceded By: News.

Followed By: Music.

Sponsor: Yandt's Men's Wear.

Station: KGVO, Missoula, Mont.

Power: 5,000 watts (d).

Population: 18,512.

COMMENT: Here is a shining example for advertisers who say, "There's no use to advertise now, we can't get merchandise to supply the demands we already have." (For complete story, see *January, 1941, p. 7.*)

Insurance

WEEK-END BUSINESS REVIEW "We take this opportunity to express our appreciation for the interesting yet dignified manner in which *Week-End Business Review* has been presented. The response has exceeded our most optimistic expectations. We believe that we have discovered through this medium, a means of rendering another service to our clientele."

W. M. DANIEL, JR.

Querbes & Bourquin Insurance Service
Shreveport, La.

AIR FAX: Movements of retail trade, steel output and various other sundry items on the nation's economic setup are reviewed in this 5-minute United Press radio presentation. Sponsor plans to continue the program indefinitely. **Reason:** after one broadcast, QUERBES & BOURQUIN sold a \$5,000 policy, two or three smaller ones.

First Broadcast: June 15, 1941.

Broadcast Schedule: Sunday, 2:10-2:15 P.M.

Preceded By: Orchids to You.

Followed By: H. V. Kaltenborn.

Sponsor: Querbes & Bourquin.

Station: KTBS, Shreveport, La.

Power: 1,000 watts.

Population: 82,162.

Producer: United Press.

COMMENT: While in other times a program of this kind might be of interest primarily to the business man, the present emergency gives such a show almost universal appeal.

FOR MEN

Recommended for men because they were especially designed for men are the following tested radio shows and transcribed series which have been reviewed in previous issues of RADIO SHOWMANSHIP. They are listed by the title of the article that appeared in SHOWMANSHIP.

THE ABC OF SPORTS, Sept., 1940, p. 24.

THE FARMER'S ALMANAC, Oct., 1940, p. 71.

TEN PIN TIME, Oct., 1940, p. 70.

THE SPORTS EDITION, Oct., 1940, p. 68.

WADHAM'S FOOTBALL BROADCAST, Oct., 1940, pp. 64, 70.

HOT OFF THE GRIDIRON, Oct., 1940, p. 63.

SPORTS SPOTLIGHT, Nov., 1940, p. 89.

SPORTS FLASH, Nov., 1940, p. 113.

TRUE STORIES OF THE N. Y. STATE POLICE, Dec., 1940, p. 155.

FIGHT BROADCASTS, Jan., 1941, p. 27.

YANDT'S SPORTS SLANTS, Jan., 1941, p. 7.

WHO GOLDEN GLOVES TOURNAMENT, Feb., 1941, p. 75.

POPULAR PLAYERS POLL, Feb., 1941, p. 54.

PIN PATER, Mar.-Apr., 1941, p. 114.

YOU'RE THE PLAYER, Mar.-Apr., 1941, p. 104.

FISHERMAN'S CORNER, May, 1941, p. 150.

THE WHOPPER CLUB, May, 1941, p. 149.

A CAVALCADE OF FREE ENTERPRISE, May, 1941, p. 143.

ALLEY DUST, June, 1941, p. 177.

PIGSKIN PREVIEW, Ju., 1941, p. 222.

TRADER FRED, Ju., 1941, p. 219.

TOUCHDOWN TIPS, Ju., 1941, p. 218.

GASOLINE SALES THRU THE AIR, Ju., 1941, p. 199.

B-C SPORTS REVIEW, Aug., 1941, p. 258.

MODERN HOME IDEAS, Aug., 1941, p. 258.

FOOTBALL FORECAST, Aug., 1941, p. 257.

SPORTS MIRROR, Aug., 1941, p. 256.

CAPTAINS OF INDUSTRY, Sept., 1941, p. 280.

DR. FIXIT, Nov., 1941, p. 360.

FEED LOT QUESTION BOX, Nov., 1941, p. 358.

ATTACK FROM THE AIR, Nov., 1941, p. 350.

THIS WILL HAPPEN, Dec., 1941, p. 399.

TOUCHDOWN PARADE, Dec., 1941, p. 397.

HOW TO GET AHEAD, Dec., 1941, p. 394.

FAMOUS FATHERS, Jan., 1942, p. 21.

STRIKES AND SPARES, Jan., 1942, p. 24.

FACE OF THE WAR, Feb., 1942, p. 50.

SPEAKING OF SPORTS, Mar., 1942, p. 102.



JOHNNY ON THE SPOT

CAPSULE DIRECTORY OF SPOT ANNOUNCEMENT PRODUCERS . . .

WALTER BIDDICK CO.
568 Chamber of Commerce Bldg.
Los Angeles, Cal.

DRAMATIZED SPOTS These low cost dramatized transcriptions take only one minute of station time, one-half for the skit, the balance for live commercial tie-in. *Cost:* \$26 for 26½-minute recorded skits. Single series are available for credit merchants for women's wear, men's wear, furniture, furriers and auto loan companies. For credit jewelers, loan companies, dry cleaners and laundries there are two separate series. Three sets are available for bakeries and optometrists.

G. C. BIRD & ASSOCIATES
1745 No. Gramercy Place
Hollywood, Cal.

DRAMALET SPOTS Twenty dramatized transcribed skits designed for sponsorship by such specific accounts as: shoes, opticians, jewelers, loan companies, clothiers, others. Each 30-second dramalet is ended with a cue line so that the sponsor's 30-second story may be tied-in by station announcer.

HARRY S. GOODMAN RADIO PRODUCTIONS
19 East 53 St. at Madison Ave.
New York City

SINGING SPOTS Thirty 1-minute singing spots available to credit clothiers, auto loan companies, furniture, furriers, jewelry dealers, and opticians. *Cost:* \$75.

TRUE IN ANY LANGUAGE A series of 30 1-minute custom-built spots for retail jewelers. Spots are written in the lesser known and more startling foreign languages, including such lingual curiosities as Icelandic, Gypsy, and Persian. Idea is to attract the attention of the listeners by the weird quality of the announcements. *Cost:* \$75.

SUPERSTITION SPOTS Dramatized are the origin of superstitions. May be used for any class of business. Producer furnishes the commercial tie-ins and suggested announcements.

1-MINUTE DRAMATIZED SPOTS A series of 26 available for opticians, jewelers, beauty parlors and personal loan companies. *Cost:* from \$26 to \$39, depending upon the size of the city.

KASPER-GORDON, INC.
140 Boylston St.
Boston, Mass.

JEWELRY JINGLES There are 30 *Jewelry Jingles* in the series. Each spot runs about 35 seconds, are written in rhyme set to a musical background. *Jingles* are sold outright to sponsors at low syndicated prices for exclusive use over the radio station. Prices are based upon population of sponsor's city. Delivered are transcriptions, copies of the actual working scripts, and suggested closing commercials.

TODAY'S FUR FACT Fur authority Walter J. Horvath is presented in a new series of transcribed radio announcements for the promotion of fur storage, cleaning, glazing, repairing and remodeling. Series includes 26 announcements exclusive to one store in a city. Each spot runs about 30 seconds. Sponsor adds own store message to complete a 1-minute announcement. Population of market determines prices.

BREAD TIME STORIES Series consists of 30 ½-minute spots. Closing commercial runs for an additional 30 seconds to complete a 1-minute announcement. Bakers are offered the series on the basis of exclusive rights in their cities.

CLOTHES HARMONY TWINS A series of 30 ½-minute spots for clothiers, men, women or both, cash business or credit. Spots combine music and comedy.

HOUSEWIFE'S FRIEND Available to laundries is this series of 30 ½-minute spots. Sponsor has the right to repeat as often as desired in one city over the same station.

SEEING IS BELIEVING Planned to create business either for opticians or optometrists, this series of 30 ½-minute spots stresses the preservation and care of eyesight.

FUR STORAGE SHORTS 26 ½-minute spots featuring dramatic situations, each one different and unusual. All music used is original.

CHARLES MICHELSON RADIO
TRANSCRIPTIONS
67 West 44th St.
New York City

DRAMATIZED SPOTS Dramatic spots with all-family appeal available in series of 26 1-minute spots. *Cost:* \$26. *Number of episodes ready:* 78 for credit clothiers and bakeries; 52 for credit jewelers, credit optometrists, loan companies, laundries, and used car dealers. For credit furriers, credit furniture dealers, and dry cleaners there are 26 available.

STANDARD RADIO ELECTRICAL
TRANSCRIPTIONS
360 No. Michigan Ave.
Chicago, Ill.

SPOT-ADS For the exclusive use of radio stations subscribing to *Standard Program Library Service* (musical transcriptions), a series of four dramatized *Spot-Ads* are available. Four groups include used car dealers, clothiers, furniture and jewelers.

TRANSCRIBED RADIO SHOW, INC.
2 West 47th St.
New York City

HALF-MINUTE SKITS 78 credit jewelry dramatizations and 54 optical dramatizations are available.



NEXT MONTH

LEONARD M. SIVE, of the JOSEPH ADVERTISING AGENCY, Cincinnati, O., tells how the DOT FOOD STORES met the censorship regulations. What came in when the man-on-the-street went out? SHOWMANSHIP presents a collection of successful ideas. You'll find all the facts in *Sponsor Meets the Censor*.

CHARLES SIMON, owner of COUSINS JEWELRY STORES, Chicago, Ill., describes a successful three-year radio selling plan over WIND. "Don't shout! Speak softly but carry a big program," is his advice on how to win friends, influence customers. *Invitation to Confidence* is another way to put it.

HARRY DEANE WOLFE, BUREAU OF BUSINESS RESEARCH Director, Kent State University, Kent, O. presents conclusions reached on the basis of 1,256 interviews with middle-income housewives in Northeastern Ohio urban and farm homes. Survey highlight: radio influences more purchases of listed articles than either magazines or newspapers.



NATIONAL BROADCASTING COMPANY
GENERAL COUNSEL
30 ROCKEFELLER PLAZA, NEW YORK

AT YOUR FINGERTIPS

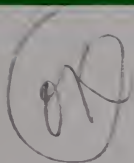
SHOWMANSHIP MAGAZINE FILE BINDER holds 12 magazines. The convenient, compact method of keeping your copies in permanent, chronological order. *Order today.* Only \$1.50 postpaid. ★★

S *howmanship*



MAY 1942

25c
30c IN CANADA



IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS FOR

Bakeries • Beverages • Candy • Department Stores

Drug Products • Florists • Grocery Products • Jewelers

Merchants' Associations • Public Utilities • Women's Wear

Radio Programs for WOMEN

MORE THAN A MAGAZINE A SERVICE



YOUR BUSINESS AT A GLANCE

An index, classifying by businesses the various articles and services in *Radio Showmanship*. It's the quick way to find out what others in your business field are accomplishing through radio.

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**NEW!
EXCITING!
TRUE!**

Adventures with
Admiral Byrd

15 MINUTE TRANSCRIBED
shows now available. Each program dramatizes his actual thrilling experiences and is personally introduced by Admiral Richard E. Byrd.

FOR EXCLUSIVE RIGHTS AND FULL INFORMATION, WRITE
HARRY S. GOODMAN
19 East 53rd Street at Madison Avenue, New York City



YOURS FOR THE ASKING

Address: Radio Showmanship, Showmanship Bldg., 11th at Glenwood, Minneapolis, Minn.
Please enclose 10 cents in stamps for each script to cover the cost of mailing and handling.

SAMPLE SCRIPTS AVAILABLE

Automobiles—Mr. Yes and No (see Sept., '40, p. 32).
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KEEP 'EM FLYING

Don D. Campbell, WBRC, Birmingham, Ala.

Writes Number 3 in a Series of Visitorials



THESE are difficult times. Priorities, scarcity of materials, defense orders and rising prices are changing the seller's market; but, as markets change, so do people.

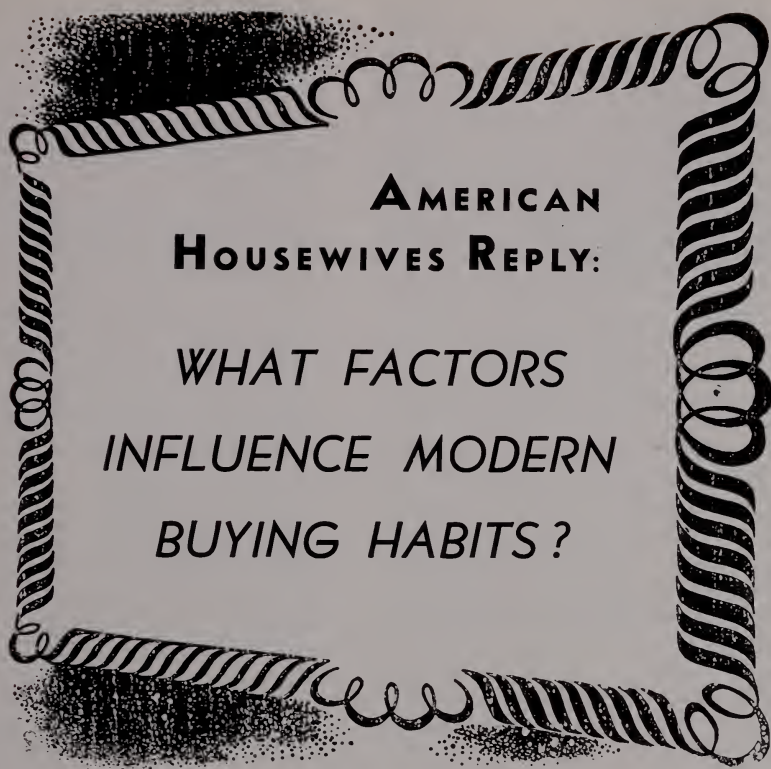
Each year, even in normal times, millions of consumers die and millions are born and become adults. Millions of consumers get married; get new jobs or retire from jobs; get new *needs*, *desires*, and *habits*.

To meet this change, now more than ever before, the reputation of your firm and your product must be *kept ever alive*.

During the first World War, some manufacturers and retailers thought the times were not favorable for advertising. Many of these businesses are out of the picture today. Their competitors, creditors, and the short memory of old customers removed them.

Advertising is insurance protection against lean times and business oblivion. For advertising *today* creates the reputations and the businesses of *tomorrow*. In the fickle parade of changing desires, advertising can help prevent business recession and assure business progression.

The fundamental rules of American business success are sound. Radio, with its advertising counselors and production personnel, is one of the most effective methods by which you can protect your advertising dollar.



Radio Proves Most Effective Advertising Influence with 14 Products
Says H. D. Wolfe, Director of Kent University's Business Research

THE growing power of radio to sell goods, in addition to furnishing entertainment, was recently demonstrated in a survey made in Northeastern Ohio.

It may be granted that women do not know *precisely* what factors *outside the product itself* influence their purchases. They are not always conscious of the elements at work when they buy a brand of, say, coffee. And when asked to delineate the factors impelling their purchases, they are confronted with a situation to which they have probably given little thought.

In the light of the above qualifications, and subject to the limitations of any sampling procedure, the following conclusions (which apply only to studied products) were reached on the basis of 1256 interviews with middle-income housewives in urban and farm homes in Northeastern Ohio.

1. Radio influences more purchases of the listed articles than either magazines or newspapers.
2. From 10 percent to 35 percent of product sales were attributed to radio.

Number One radio time buyer the country over is apt to be the food industry, with drugs and toilet goods running a close second. Also high on the list are soaps and household supplies. While many of these programs are network shows sponsored by the manufacturers themselves, the local dealer reaps his share of profits from increased sales. Added to the sales volume created by these network offerings is the sales increase directly attributable to the regional radio advertiser.

Statistically, it is difficult to determine just how much of the total sales volume is due to radio itself. In the local field, such studies would be a challenge to almost anyone. Too, such studies would have little validity beyond the tested area. Certainly, studies of network programs have more meaning for the country at large than those undertaken on a regional basis.

For this reason, this study, while it is restricted to national radio offerings, points to certain definite findings which both the local and regional radio advertiser might well find profitable. . . . The Editors

3. The products accounting for the largest percentages of sales from radio were: granulated washing soap, 34.9 percent; gelatin dessert, 33.9 percent; dry cereal, 29.7 percent; fine laundry flakes, 29.4 percent; shortening, 28.7 percent.
4. Products netting the smallest percentage of radio sales were: cleaning and washing soap, 10.8 percent and coffee, 17.0 percent.

Respondents were provided with a check list and were asked to check all factors which influenced their purchases. Since the position on a check-list may oftentimes affect the final results, three different arrangements of the check list were provided to eliminate the positional factor.

The findings of this survey should not

be viewed in their absolute sense; rather should the relative rankings be considered. If radio had appeared first in the listing of only one or two products the results might easily be considered an error of sampling. But, when in every case, fourteen in all, radio ranked first among the three advertising media, the conclusions reached in this study must have some basis in fact. (The products surveyed were: coffee, gelatin-dessert, canned soup, dry cereal, cooking cereal, shortening, toilet soap, flake washing soap, granulated washing soap, all purpose cake soap, fine laundry flakes, cleaning and washing soap, tooth paste, and tooth powder.)

The tabulated results give radio a weighted average of 64.6 percent compared with 24.9 percent for magazines, and 10.5 percent for newspapers. Or stated in other terms, for the products studied, radio influences 2.6 times as many purchases as magazines, and 6.1 times as many customers as newspapers.

Caution should be used in the interpretation of the above data. It would not be valid to state that radio is *six times as effective* as newspapers as an advertising medium for *all products* and for *all* marketing and retailing institutions. The tremendous sums of money

Correct Recognition

Radio Program and Name of Product

Amos and Andy (Campbell's Soup)
Jack Benny (Jello)
Charlie McCarthy (Chase & Sanborn)
Jack Armstrong (Wheaties)
Ma Perkins (Oxydol)
Fanny Brice (Maxwell House)
Bob Hope (Pepsodent)
Eddie Cantor (Ipana)
Hill-Top House (Palmolive)
Grand Central Station (Rinso)
Meet Mr. Meek (Lifebuoy)
Young Dr. Malone (Post Toasties)
Average Over-All Recognition

spent for newspaper advertising would give the lie to such a conclusion.

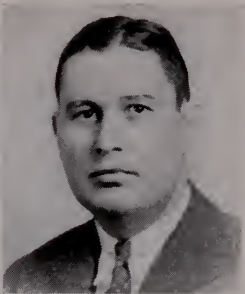
It should be pointed out that the products studied have been *consistent users* of radio advertising. New radio advertisers must not expect, immediately, results comparable to those shown here. And it has been shown in the past that radio is more effective in selling some products than in selling others.

**Advertising Media Outranked
By Other Influences**

Furthermore, it should be pointed out that *although radio leads other advertising media*, the sales of only three of the fourteen products were affected in a larger measure by a combination of advertising media than by the combined weight of other non-advertising influences. Other influences included: recommendation of friends, dealer advice, and miscellaneous reasons. The principal "other reason" was "mother used it."

This finding does not detract from the power of radio as a factor in making sales, but it should prevent anyone connected with radio from making unwarranted claims for radio or any other paid form of advertising. The product itself is, and must be, the pivot of all sales. Or, in the case of retailers, the reputa-

No parlor business philosopher is Harry Deane Wolfe, shown above, whose academic title of Associate Professor of Marketing at Kent State Uni-



versity, Kent, O., belies his very actual business experience. As an employee for Real Silk Hosiery, Montgomery Ward & Co., S. Kann Sons Co., Washington, D. C. department store, his views on marketing are very down-to-earth. His article here is based on his recently published Brand Consciousness and Brand Usage survey. Findings: that radio completely overwhelms magazines and newspapers among paid forms of advertising in influencing consumer purchases.

Just over the 40 hump, survey analyst Wolfe has been director of Kent State's Bureau of Business Research since 1938. When time permits, "Prof." Wolfe throws aside academic care, turns to trout fishing or golf. He claims that marrying a Wisconsinite made a trout fisherman out of him, offers no explanation for his interest in golf. Plaintiff of 1942 born out of wartime restrictions: any old golf balls knocking around?

E I

Programs of Selected Advertisers

Percent of Housewives that Correctly Identified Brand			
Urban Homes)		(403 Farm Homes)	
s	Non-Users	Users	Non-Users
	81.1%	91.8%	81.4%
	79.4%	89.4%	71.8%
	74.2%	80.0%	64.2%
	55.9%	78.3%	67.8%
	50.8%	73.3%	62.1%
	58.5%	57.0%	37.7%
	45.8%	72.3%	45.0%
	38.0%	43.6%	31.9%
	21.5%	24.0%	20.6%
	10.9%	17.6%	12.4%
	11.3%	15.6%	7.9%
	6.9%	4.5%	4.7%
	43.0%	71.0%	39.3%

tion of the store is the one most potent single factor in building sales. (See the writer's article, *The Retail Executive*, Women's Wear Daily, July 31, 1941, where it was found that 80.5 percent of 1229 women interviewed listed *reputation of store* as the most important patronage factor.)

The importance of the product itself has been so often repeated that its restatement takes on the attribute of a platitude. But every serious student of advertising must concur with H. A. Bat-

(Continued on p. 178)

Sponsor Meets the Censor

What Came in When the Man-on-the-Street Went Out? Presented
Here Are Bell-Ringer Adaptations Being Used by Five Sponsors



STAPLE commodities for grocery stores are flour, tea, coffee, other edibles which have almost universal distribution among all classes of people. Staple for radio has been the *man-on-the-street* show. Almost every station has had a spot on its schedule for this type of entertainment, and sponsors universally found that such programs were real sales stimulants.

Sponsors regretfully watched the *man-on-the-street* go out the back door when wartime necessity brought censorship to the fore. Today, that radio *bon vivant* is almost the forgotten man. Sponsors found radio too valuable an advertising medium to forsake, and instead of going off the air, many of them turned to other program ideas.

While for many sponsors, current offerings are disguised man-on-the-street shows, others came up with completely new program ideas that are a far cry from the onetime fair-haired child of radio. The experiences of five of these sponsors are presented here.

CINCINNATI, O.

(Groceries)

"Our client's attitude toward radio is quickly discernable in the fact that radio is the *only mass medium* being used at present," writes Leonard M. Sive, of the JOSEPH ADVERTISING AGENCY. "The only other forms of advertising are point-of-sale, and the weekly bulletin, backed up by occasional newspaper space.

"Frankly, the government censorship

regulations uncovered a more interesting, more effectively merchantable program than the man-on-the-street program that we had before."

Each week day, four ladies chosen from a list of those writing in for participation on the program are invited to the WKRC studios for *Mike's Luncheon Party* at 12:15 P.M. Since there is ample opportunity to check on each applicant, the show meets present censorship regulations, and provides excellent merchandising opportunities for sponsor DOT FOOD STORES.

Played are sentence building games, other parlor entertainment. Good for a laugh is the fact that persons failing to answer correctly or not being able to do what they are called upon to do, must pay a forfeit. To each participant goes a pound of DOT COFFEE. Winner is awarded a grocery order. After the broadcast, all guests are taken to the HOTEL ALMS for luncheon. Individually owned, DOT stores number 250 in Ohio, Indiana and Kentucky.

Writes adman Sive: "In the regular weekly bulletins of *Food Specials* that DOT FOOD STORES use to circularize their customers, we also include a coupon which the customer may clip out and send into WKRC asking for an appearance on the program. These, together with the requests that come directly from other sources, total at this time, about 100 each week. It is too early to check results accurately, of course, but we do know that Mike Hunnicutt has been a successful salesman for us on the previous program, and we believe his new program will be even more effective."

DAYTON, O.

(Candies)

After sponsoring the *Original Train Reporter* program on WING for nearly two years, the MAUD MULLER CANDY CO. is now presenting a five-minute transcribed series, *This Thing Called Love*, heard nightly (except Sunday) at 7:35-7:50 P.M.

Writes Mrs. Margaret G. Anderson, advertising director of the MAUD MULLER CANDY CO.: "In Dayton, *The Train Reporter* was changed over the day the censorship ruling went into effect. Sorry as we were to relinquish a program that had proved so satisfactory, still we could recognize the danger." (For story, see SHOWMANSHIP, Sept., '41, p. 278.)

"The present program, *This Thing Called Love*, had proved satisfactory over WIRE in Indianapolis. In Dayton, over WING, this five-minute program has been magnified to 15 minutes." (Music fills out the rest of the quarter-hour show.)

"We chose this transcribed program (1) because it had proved itself for us

in another city, and (2) because we had to do something in a hurry. Of course we wanted it to be good.

"In Cincinnati, we had a *Plane Time Reporter* at Lunkin Airport. There, we are now trying a live program to be called *The Maud Muller Man-About-Town*. He interviews women's clubs and men's clubs, actors behind the scenes at the SCHUBERT THEATRE, and any other group of interest. These interviews are transcribed, and offered at 7:15 P.M."

JOLIET, ILL.

(Public Service)

When the WCLS man-on-the-street went into mothballs, Vincent Callahan, chief of radio division of the Treasury Department, Washington, D. C., came up with a suggestion. *Result: a Drive for Victory* interview show. From a WCLS booth put up at a midtown corner, prominent Joliet citizens appear on the program as MINUTE MEN. *Joliet Newcomers, Junior Woman's Club*, other representatives of women's organizations are also interviewed.

● Left . . . When Mike Hunnicutt was hospitalized, not cancelled was Mike's Luncheon Party, sponsored six days a week by DOT FOOD STORES. Eight minutes before broadcast time, guests were assembled at Mike's bedside at CHRIST HOSPITAL. Below . . . Mayor George T. Jones is shown at the official opening of the WCLS Victory Booth. He was the principal speaker on the dedication program. News of various defense activities in the Joliet, Ill., area are also included in the show.





• Eighteen MAUD MULLER CANDY SHOPS, equally attractive as this Dayton model, form a web throughout 10 cities of four middle western states.

DAYTON, O.

(Beverages)

After continuous six-day-a-week sponsorship of the *man-on-the-street* program over WING for nearly seven years, the DAYTON COCA-COLA Co. switched to transcribed broadcasts of the *Man-at-the-Clubs*. Housewives' bridge clubs, social organizations, businessmen's groups, and luncheon clubs all provide material. To eliminate hazard of code messages, airings of the various transcriptions are scrambled so that no one can foretell exactly when a given program will be used.

SHERIDAN, WYO.

(Department Stores)

Closely related to the *man-on-the-street* program is that other old standby, the telephone-request show. Before censorship, the 9:00-12:00 midnight Friday night telephone request show over KWYO had 12 sponsors, many of whom had been on the air since the show was premiered April 5, 1940. Telephone requests entitled listeners to membership in the *Yawn Patrol Club*. Membership hit a 6,500 high, with about 100 new members added weekly. Sponsors included MONTGOMERY WARD & Co., WIGWAM BAKERY, CITY CLEANING & DYEING Co.,

SAFeway STORES, KIBBEN HARDWARE Co.

Present format: during the week preceding the Friday night broadcast, *Yawn Patrol* listeners make post card requests for musical numbers. A record is kept as requests come in. A Friday noon check reveals which selection receives the most requests. Friday night listeners are invited to telephone KWYO, make their guess as to what the three *Tip Top Tunes* of the week are, give them in correct order. To the winners go Defense Stamps in the sums of \$1.50, \$1.00, and \$.50. Three top tunes are played. Prizes are awarded in the last quarter-hour.

Tie-in for sponsors: after every participating merchant's ad, a question based on the commercial is asked. First person to telephone the correct answer gets a guest ticket to the FOX THEATRE.

COMMENT: While intensified war conditions may bring about still further censorship changes, the experience of these sponsors indicates that American business is able to cope with any emergency as it arises. It is interesting to observe that some of these sponsors are in business fields which are feeling war-time restrictions most acutely. Equally interesting is the fact that in some cases the new shows are more merchantable than the older program formats.

Invitation to CONFIDENCE

Don't Shout! Speak Softly but Carry a Big Program is the Advice of Charles Simon, Owner of Cousins Jewelry Stores

To encourage a second invitation, to establish a foundation of friendship with his host, a guest in a private home must confine his actions to the limits of courtesy and well-modulated etiquette. So it is with the sponsor of a radio program. He is entirely dependent upon the public's desire to invite him into its home. His welcome is based on his manners. Bursting into your host's living room with shouts and commands may daze him momentarily, but the blitzkrieg method of creating a pleasant effect will not remain long in the heart or head of the victim. These facts became more and more evident during COUSINS JEWELERS' uninterrupted three-year span on the air over WIND.

It was in 1938, after spasmodic splashes on the airwaves, that we signed our first 52 week contract. COUSINS JEWELERS of Hammond and Roseland were

on the air! So what? WIND sold COUSINS on radio advertising, but how could the radio audience be sold on COUSINS?

There was the *ballyhoo* method: pressure, punch, fervor!

"Hurry, Hurry! Drop Everything! Buy BLOE's Embroidered Inner Tubes Now! Well! What Are You Waiting for?"

It didn't seem logical that jewelry could be sold this way. Nationally advertised jewelry products and our own line of CERTIFIED PERFECT CUT DIAMONDS aren't seasonal items, to be discarded after use. A handsome watch, a sparkling diamond ring, or an exquisite table setting belong to a lifetime. People stint, save, and hope for such gifts. They can't "run down today for a box of GRUEN watches."

With these facts brought to light, the

● Nationally-advertised jewelry products glisten in the COUSINS' showcases. Quality merchandise on the budget plan makes diamond rings, exquisite table settings, etc., accessible to almost any income.





Hovering on the brink of his first vacation in three years is balding, familyman Charles Simon, shown above. His chief preoccupation for over 20

years: the management of the growth of the COUSINS' chain. When not commuting between his home in Gary, Indiana, and his Hammond office, he finds time to be an ardent golfer, enthusiastic traveler, confirmed news-addict, and proud father to two loveable children.

cooperating departments of WIND devised COUSINS' radio advertising plans. All agreed that COUSINS, as an institution, must be predominant, and our radio programs have emphasized this point.

The commercials make no demands on the listeners, nor do they challenge competition. Each announcement invites the *confidence* of the audience, confidence in the *quality* of COUSINS merchandise. Nationally advertised jewelry articles have even stronger appeal locally, hence big names are stressed. The name COUSINS JEWELERS is linked with these articles, and a dignified budget plan is the featured tie-in. At COUSINS, the listener learns, he may obtain the best products through the convenience of the budget plan. This fact makes these quality items more accessible to his income. COUSINS JEWELERS thus becomes synonymous with *quality*.

The COUSINS JEWELERS' radio appropriation is now eight times its original amount, with WIND its exclusive radio representative. Three entirely different types of programs are offered, each attracting its own particular type of audience. Each makes "COUSINS JEWELERS, the Stores That Confidence Built," an institutional trade-mark.

We have a noon-hour news show six times a week. In direct contrast, COUSINS presents *Time to Remember* at 7:45 P.M., five times weekly. Here a direct appeal to romance and twilight reminiscence is made. John Bud Packham, widely-syndicated *Hoosier Poet*, reads his verse to the accompaniment of uninterrupted, unannounced music. As a guest in anyone's home, the well-modulated tone of this program encourages a nightly invitation. Two short commercials, emphasizing *tone* rather than *ballyhoo*, are used with a musical background. The announcer speaks softly, fitting neatly into the romantic package that is *Time to Remember*.

Our third program, *The Man Behind the Music*, is a weekly Sunday noon presentation. Composers of America's better popular and semi-classical music are represented here by their compositions. The audience also learns of the lives of these composers. Representative of the type of musician featured are Sigmund Romberg, Victor Herbert, and Jerome Kern. In this program, as in the others, *tone* selling is the highpoint. "The stores that confidence built, the home of fine jewelry, present fine music." Quality meets quality again, with the name COUSINS as the focal point.

Radio advertising entails more than mere blurbs and music. Every audience welcomes good entertainment, and will respond emphatically to it. Different periods of the day bring different audiences, and better selling brings better sales. These facts become sturdier in my mind as COUSINS' programs become more and more successful.

With the right kind of programs bringing tactful selling to the public, the public is brought to COUSINS' stores in Chicago, and in Hammond, Gary, Anderson and Fort Wayne, Ind. Thus, with skillful analyses of selling techniques, listener-appeal and program presentation, WIND sold COUSINS JEWELERS on radio. By maintaining high standards of etiquette, by "speaking softly but carrying a big program," radio sold COUSINS to the public.

Homemakers and *How They Grew*

About a Merchandising Idea That Has Sold \$2,914,202 Worth of Sponsors' Products, by Advertising Agency President, Grace F. Glasser

IT may sound like a page out of Pollyanna or a sermon on sweetness and light, but the fact remains that the success of *The Homemakers' Club*, a half-hour daily feature over KHJ, is founded on a very simple and basic principle. "Give if you would receive."

First of all, let me clear up any idea that *The Homemakers' Club* is merely a radio program. Radio does enter into it importantly, of course. It is also a complete merchandising plan embodying every essential for successfully selling food products from point-of-purchase promotion and radio advertising, right on down to sampling, consumer relations and the final, all-important appeal to the mercenary side of every human. *The Homemakers' Club* actually makes it worth money to the consumer to use such-and-such brands of food!

Our premise is that advertising, particularly radio advertising, not only *should*, but simply *has to be merchandised* in order to do the job it is really capable of doing.

Merely to tell Mrs. John Q. Public, whether persuasively, stridently, in cute jingles, or in one-minute *drawmas*, is, in our opinion, not enough. You have to get the retailer *actively* interested in promoting said product. You have to establish personal and friendly contact with the lady in question, make it easy for her to try the product, then get her direct reaction and guide that reaction into the channels of lastingly friendly feeling toward the product. Lastly, you have to make it *worth her while* to use and *continue* to use that product! That

is the basic premise of *The Homemakers' Club*.

Two days a week we devote to *Kwiz Kollege*, an audience quiz for club women. Two or more clubs compete against each other for quite sizeable monetary prizes. Moreover, air listeners are rewarded with prize certificates for complete assortments of groceries redeemable at any grocer, if they send in useable lists of questions. There's your appeal to the latent desire in all people for personal gain. And there is the way we first awaken interest in our members.

Kwiz Kollege meets in the model kitchens of the SOUTHERN CALIFORNIA GAS Co. Three women from each of two clubs represent their organizations. The *Kwiz* takes the form of a four year course in a mythical women's college. Each school year consists of a group of six questions. Air listeners who send in sets of questions are dubbed "Guest Professors." During "Summer Vacations" the scores for each year are read. The commercials are given as "Lecture Courses."

At these audience shows for club women, a luncheon of sponsors' products is served to 200 women at a time, in other words, mass demonstration and sampling. Here we establish intimate, personal contact with these women. Here, too, when the door prizes (which are a feature of every show) are given out, the mistress of ceremonies Norma Young, and the writer give a brief but very strong 'plug' on each product. The reason why it is to the consumer's advantage to use this product is explained in this consumer-relation work.



● Women guests travel down long counters to fill plates with food products of participating sponsors, gather up recipes offered on different foods represented.

The *Kwiz Kollege* feature alone has made personal contact with approximately 24,000 *different* women in the little more than a year the show has been on the air. I stress the *different* women because in the usual audience show or cooking school you get pretty much the same habitual crowd all the time. In *The Homemakers' Club*, clubs must register in advance for a booking, and different clubs are booked each time. Incidentally, we are booked up until May 1944 without a single repeat!

Other days of the week, other features take the place of *Kwiz Kollege*. On the Tuesday-Thursday *What's Buzzin' Kuzzin* feature, new listeners are contacted via the telephone during the broadcast and awarded grocery orders merely for answering their telephone and fulfilling

certain other simple requirements. A jury of three selects telephone numbers at random from the *Los Angeles Extended Area Telephone Book*. During the broadcast "Professor" Stu Wilson calls these numbers at random. Every time this game is played, a running gag has been built whereby Wilson mentions the *names* of "all-the-sponsors-in-one-breath." Boxes are delivered by special delivery each Saturday, accompanied by a friendly letter soliciting the woman's continued patronage of sponsors' products.

You can imagine what this feature does to our circle of listeners each time some new person who perhaps has never even heard of *The Homemakers' Club* gets orders for 16 grocery items out of a clear sky!



• Above . . . Demonstrators from companies represented come to the Monday-Wednesday *Kwiz Kollege* to serve their products. Right . . . A clubwoman pulls her questions from the mixing bowl held by announcer Bill Gordon, while her team-mates laugh at witticisms of emcee "Stu" Wilson, seated at table with home economics expert Norma Young, who directs the show. *Kwiz Kollege* is a Monday-Wednesday feature of *The Homemaker's Club*.



Then there's *The Horn of Plenty*, a feature for regular listeners that requires close attention to each day's broadcast. Also a bi-weekly feature is the *Needy Neighbor Committee* awards. Listeners are urged to send in names, addresses, and a brief outline of the circumstances of any truly needy family they know about. A mere outline of the circumstances is broadcast over the air, and a box of all of the sponsors' products is sent to these families. Naturally, neither the names of the needy families, nor the names of the parties submitting the information are ever revealed. In this way deserved and anonymous charity distributed by *The Homemakers' Club* but sponsored by its listeners becomes a goodwill builder.

Once a week a *Shut-In Salute* is pre-

sented. The *Shut-In* committee greets four new shut-in members, and to each of them goes a small gift. The *Word Mart* on Friday represents a mythical grocery store where words become money and the members of the audience picked at random spell words to win grocery prizes. This is for women who don't belong to clubs.

Finally, there's the long range, powerful motor of the whole thing, the *Homemakers' Label-Saving* plan. Through this we make it worth the while of our more than 600 member clubs and their 64,000 members to buy our sponsors' products and continue to buy them by awarding \$150.00 in cash every six weeks.

Unlike most contests, this one leaves no one disgruntled or disappointed. This *Label-Saving Plan* is so arranged

that when the winning organization receives the cash, its score is wiped out. In other words, they go back to the end of the line, while all other organizations retain their scores. This means that clubs can add to their score from one period to another until, if they continue to work over an extended period, they are almost certain to achieve top position.

As far as dealers are concerned, one man in our organization devotes most of his time to the sole task of seeing to it that the mass displays of sponsors' products are grouped under a large *Homemakers' Club* placard in the most important retail outlets in this area at all times. Mats are supplied to dealers for use in their own ads. (Needless to say, 352 prize certificates for groceries at his regular retail price, brought into retail stores in this area each week by *The Homemakers' Club* prize winners, cer-

tainly makes him feel pretty kindly toward our plan.)

Oh, yes! I almost forgot the 70,000 kitchen reminder cards (listing all sponsors) that are distributed each 13 weeks by our HMC Label Savers into the homes of friends and neighbors who are helping them to save labels for their club. Secondary coverage, if you please!

Now for a few statistics to toss around; personally contacted at *Kwiz Kollege*: 24,000 women, and another 3,000 personally contacted at the *Word Mart*. (This started later, hence the smaller figure, but it averages around 225 per week.) Distributed in cash and merchandise awards: \$10,400. And mark this: \$2,914,202.75 worth of sponsors' products sold, with evidence of purchase to prove it! Yet, this whole plan costs each sponsor just about what it would cost for a one-minute spot on open rate!



Chic, pert-looking Grace Frances Glasser, shown above, blows out the candle to commemorate The Homemakers' Club's first birthday. Exercising fem-

inine prerogatives, she herself admits to being born (in New York City), refuses to divulge the date. While she has claimed residence in Minnesota, North Dakota, Montana and Washington, Montana ranch life has her allegiance. Like others with a similar heritage, she is proud of her Dutch and Irish blood, prouder of her Indian ancestry.

If versatility is a requirement for success in the advertising field, ad-woman Glasser was headed for the top before she ever got one foot in the door. Fresh out of journalism school, she did a stint as cub reporter for the old Spokane (Wash.) Spokesman-Review, then spent a year in stock in Seattle. Professional

dancing came next, which led to motion picture work. In Hollywood, she turned her talents to still another field; designed sets and costumes, ended up in a motion picture publicity department.

Other business ventures: magazine publisher; drama critic and sportswriter; co-owner and operator of a commercial art service and writer, producer and actor in goodness-knows-how-many radio drawmas. Two weeks after the Wall Street Crash of '29, she went into the advertising agency business. Present position: president of Glasser-Gailey Advertising Agency, Los Angeles, Cal.

Married, she has no children other than the agency, finds it a problem child. Proud as a hen with one chick, she would rather eat, think, drink, sleep, talk and breathe advertising than anything else in the world. In her spare time she cooks and loves it, rides horseback, collects Chinese art objects, reads mystery yarns. Other enthusiasms: Bob Hope, ice cream, Mexican food, clothes and spending money.

Yesterday's Planning Reaps Its Reward Today Writes Sears'

Four ★ Kitchen

Sales and Advertising Manager
Joseph Slauf, Tulsa, Oklahoma

ADVERTISING programs, whether for a department store, or for some other business, aren't like *Topsy*. They don't just *grow*! To be successful, it is not necessary to invest tremendous sums of money, nor is an elaborate program essential. The one essential for success, to my way of thinking, is that the program must be carefully selected and carefully planned. It is on this assumption that the SEARS, ROEBUCK AND Co. store in Tulsa, Okla. bases its radio campaign.

Now, this does not mean that every detail of a campaign is so well worked out in advance that there is no room left for change. The basic structure of a radio program, for example, may remain unchanged over a period of years, but within that framework there is always a chance for experimentation.

Our most recent venture into radio, *Four Star Kitchen*, is a case in point. In the first place, it is not a costly type of program, in that it was set up on a participating basis to allow for three additional non-competitive sponsors. Daily, Monday through Friday at 1:30 P.M. this KVOO quarter-hour show originates from the appliance and kitchenware department of SEARS, ROEBUCK AND Co., and it has sold an impressive amount of SEARS' merchandise.

What we wanted was a program which would appeal to the feminine audience, and we wanted to bring those listeners into the store. *Four Star Kitchen* has proved to be a successful medium for achieving this purpose. While this type of participating program is novel and

rather unorthodox, a show of this kind sells merchandise for us, and it does an equally good job for others in non-competitive fields. Since this reduces costs considerably, it creates a splendid advertising medium for us, and for such a co-sponsor as ARKANSAS CITY MILLING Co. for its GINGHAM GIRL FLOUR.

Since December 1, 1941, when the program was first heard, each sponsor has had his message before the public five days weekly. It is the constant repetition of an advertiser's message that gets the best results!

The fact that the program itself ties up directly with the products which its sponsors are selling is another strong factor in its favor. Recipes, menus and

Not new to the airwaves is adman Joseph Slauf. His radio experience includes two years with WKBB and WCLS. With Sears Roebuck and Co. for five years, he has been sales and advertising manager of the Tulsa store for the past two years.

While Slauf enjoys fishing and swimming as leisuretime activities, gardening is his main enthusiasm. Peacock-proud is he of his roses, considers himself amply repaid for his vigilant guard against blight, other enemies to which less enthusiastic rose-fanciers succumb. Chief admirers of the Slauf posies: his wife and small daughter.



• Home economist Jane Austin presents adman Joseph Slauf with a tempting frosted cookie hot out of the *Four Star Kitchen* oven. With newspaper and public utility work behind her, emcee Austin finds this show right up her alley.

general household hints are given out to housewives by home economist Jane Austin.

For us, the program is an excellent method for creating store traffic, since five days a week Mrs. Housewife turns up in the model *Four Star Kitchen* on SEARS' fifth floor to witness an actual broadcast. There, too, we have display space for products handled by the other sponsors.

To our way of thinking, however, even a good program must be promoted. It is an absolute essential to call your program to the attention of the people whom it will most interest. During the first month, for example, advertisements plugging the broadcasts were run in 70 Oklahoma newspapers. Mailing pieces were included in the December statement envelopes to SEARS' regular customer billing, and these same mailing pieces were included in packages of Christmas purchases at the store. A photograph and a story on Jane Austin were also included in the radio station house organ. Program boards around Tulsa also carry publicity about the *Kitchen*.

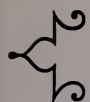
In short, we are greatly pleased with the response which this program enjoys,

both by mail and direct store contact. And we have established these contacts, as well as maintained them, by means of free recipe leaflets offered on the program. Our mail ran to approximately 1,000 pieces the first month we were on the air. Store "pick-ups" of the recipe leaflets runs about 500 a week.

Three series of recipe leaflets including every recipe given on the air are printed each week, and sent to all those requesting them. Are people interested? The program consistently ranks among the best five station programs in mail response.

To sum up: while the commercial copy varies from day to day, and no set schedule is observed, we have sold practically every item in the store from refrigerators to girdles, men's suits and white goods by means of this program. Everything seems to move when we talk about it over the *Four Star Kitchen*.

Since the *Four Star Kitchen* is relatively new with us in its present format, we are still experimenting to a certain extent with it, but we are highly pleased with the results to date. *Four Star Kitchen* is a very successful addition to our carefully selected and planned advertising program.



No. 7 in a Series on

HOW TO GET THE MOST FOR YOUR RADIO DOLLAR

Ladies First!

By Tod Williams

WHAT with priorities and rationing threatening virtually every line of merchandise, many casual thinkers are under the impression that the politicos of Washington will govern our purchases.

I question that.

War or no war, priorities or no priorities, I am firm in my conviction that the little woman, wearing that Mona Lisa smile she begets when mere males attempt to assume her prerogatives, will determine what the nation will eat, wear, and ride in. True, her selection may be limited, but she'll have no one pre-empt her privilege of making the final decision!

For that reason, let us seriously approach the problem of *selling* a feminine radio audience.

First of all, whom do you wish to reach? Never let that thought escape you as you plan your campaign. Knowing your audience and their habits will enable you to make the most of your investment.

If, for example, you want to reach a group that habitually listens in the morning, make up your mind that you *must* compete with "noisy" housework. Consequently, you are urged to think of a news period slanted for the feminine angle. You might use a gay and sprightly musicale, a pert musical interlude employing the kind of music designed for broom-swinging. Then there is the dramatic show. In this case, use sharply-delineated characters and an abundance of action.

Perhaps, you wish to reach a group that makes a habit of radio listening in the afternoon. This is the time of day when sweeter type of music is more engaging. Too, the philosopher with a musical background is an unbeatable combination. Another venture which might be suggested is the "gossip" column. If you like to gamble and you think that you have the man or woman who can deliver the goods, plunge right in. It should be recorded, however, that this type of program is either a whacking success or an abysmal failure. Strangely, there seems to be no middle ground. The evidence indicates that there are more successful shows than failures, so perhaps this warning is too dire. In any event, it will take you off the beaten path and you'll not be accused of aping your competition.

But, morning *or* afternoon, I again emphasize the necessity of seeking the audience you want to reach.

For example, if you are purveying \$39.50 frocks from the BETTER GOWN SHOPPE or chrome-trimmed bridge sets, you are appealing to a different group of women than those who eagerly snap up percale wash dresses at \$2.98 or seek a wash machine at \$49.50 on easy payments.

A vivid illustration of this very thesis is contained in the example of a mid-western station's greatest mail puller. He was a pseudo cowboy who bawled nasal ballads anent his silver-haired mother or poor lost pinto.

A society friend of mine and her coterie thought he was terrible. But the amount of low-cost, popular appeal merchandise that this gee-tar twanger moved from his sponsor's shelves was slightly less than incredible. You see, his boss cannily selected the man and type of entertainment that would appeal to the very audience he wished to reach. He recognized that there was not an item in his emporium that would appeal to women in the upper income brackets. So he ignored them in favor of those who would visit him and spend.

At the same time, on the same station, a personable young man gave forth each afternoon with allegedly-philosophical thoughts. A softly-breathing organ in the background aided the illusion. You could have heard a pin drop at the sewing circle. My society friend and her associates thought he was wonderful. And I recall that her husband complained to me that he was forced to cleanse his epidermis with the detergent that the young philosopher sold at two bits a cake!

Last, but most certainly not least, consider the ability of the announcer or man who is going to sell your wares. Demand a man who can *sell* to women. By that I do not mean a Tyrone Power or Clark Gable who can promote cardiac flip-flops, but rather, a gentleman who is utterly *sincere*.

As a careful student of the phenomena *radio*, I spend hours checking the antics of the species *announcer*. From first-hand observation, I suggest that you school your man to approach the feminine audience as if he were a guest. Let him decently and civilly explain the merits of your product or service. Let him be calm, courteous and anxious to be of assistance in making a decision.

Sometimes, I imagine that a FULLER BRUSH man would make an excellent announcer.

The foregoing are a few do's and don'ts. But no analysis of women's programs would be complete without the inclusion of a few time-honored standbys.

There is the Participation Program. They are an integral part of radio and have won their spurs. Generally, it is less costly to buy one of these than to establish an individual program. And no one will gainsay that they have done some outstanding jobs. Then there is the Interview Program. Wily are the producers of this type of show. They manage to bag the biggest visitors to your city. They flatter and cajole. And the result is that you have Big Name talent at no cost.

All of which sums up to this: select your time with care; give the opposition some consideration, but don't worry about it; engage the talent that will reach the group you want to sell, and insist on a salesman who will sincerely recommend the merits of your merchandise.



AIRING THE NEW

All the available data on new radio programs. No result figures, as yet, but worth reading about!

Beverages

JULIE O'NEIL AND COMPANY Auto-graph hunters usually start out with modest ambitions, soon go out for bigger game. Told are tall tales of the lengths to which these enthusiasts will go to capture their quarry. In their hey-day are St. Louis (Mo.) signature seekers who follow the KSD quarter-hour offering of *Julie O'Neil and Company*.

Sponsored by COLUMBIA BREWING Co., brewers of ALPEN BRAU BEER, guest stars are a feature of this musical variety show. Stage and screen star Gertrude Niesen made a two weeks personal appearance. Hot music composer and orchestra leader Eddy Howard, did his stuff for *Julie O'Neil and Company*. Also over the KSD airplanes went the voices of the original *Three Smoothies*, formerly with Fred Waring's Orchestra.

Previously christened *The Friendly Tavern Program*, show recently came up with its new name. Unchanged was its format and its personnel. For five years, listeners have given ear to hit tunes, unusual band and vocal arrangements presented by Russ David and his KSD orchestra. Warblers Julie O'Neil and Joe Karnes handle the vocal offerings. Also an old standby is announcer Clair Callihan who has introduced the show for its five long years.

AIR FAX: First Broadcast: December, 1937.

Broadcast Schedule: Monday through Saturday, 6:30-6:45 P.M. (CWT).

Preceded By: NBC News.

Followed By: Dr. Roland Greene Usher.

Sponsor: Columbia Brewing Co.

Station: KSD, St. Louis, Mo.

Power: 5,000 watts.

Population: 1,141,593.

Agency: Olian Co.

COMMENT: Bigtime business in big-time cities may go in for big name bands for bigger business. But dance music also sells merchandise for business enterprises which use radio on a less pretentious scale. Sponsor here has achieved an interesting and effective combination which keeps listener attention at its peak.

Merchant Associations



DEFENSE QUIZ Old Glory is suspended across the motion picture screen. Red, white and blue bunting outlines the stage. To the left of the flag is the picture of Abraham Lincoln. To the

right is George Washington. Both smile approvingly. *Defense Quiz* is on the air for 18 patriotic merchants of Ironton, O. Its purpose is two-fold: (1) to stimulate the sale of Defense Bonds and Stamps in the tri-state area, and (2) to recall the words and deeds of America's founders. Half-hour WCMI show is broadcast from the stage of the MARLOW THEATRE.

Questions used to confront theatre contestants are supplied by the United States Treasury Department and deal with some phase of American history, life of a great national hero, or other facts about the land of the free, the home of the brave. Show itself has been approved by United States Treasury's Frank King, publicity department continuity editor.

Through the audience go John Wymer, and Marcia Dell to pick quiztestants. Uncle Sam's right hand man Hugh Harling handles the questions from the stage: To those who answer questions correctly goes a one dollar Defense Stamp book. *Purpose:* to start the win-



BUY

UNITED STATES

Defense

SAVINGS BONDS

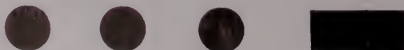


... for your own personal security

... for your country's defense



Invest for **VICTORY**



ner on the road to buying a Defense Bond.

When a question is missed, Defense Stamp award is put into a red, white and blue *Jap Pot* box. Near show's end Quizmaster Harling conducts a drawing, pulls one admission ticket out of a container. Member of the audience with matching stub gets a chance to answer the *Jap Pot* question. *Jap Pot* is carried over to the following week if contestant brings forth wrong answer.

Participating sponsors get a 25-word plug at some time during the quiz. Commercials are inserted just before emcee Harling pops a question. Read are the merchant's name, address, a few lines about his business, and a statement that the next question is sponsored by that particular merchant. Fifteen of the first 17 business prospects called upon, took on sponsorship for patriotic reasons. Writes A. J. Wrigley, manager of PEOPLES CREDIT CLOTHIERS: "I personally feel that the show has caused the people of Ironton and vicinity to become Defense Bond conscious, and that is just what we all need in order to further the cause of Democracy which our great nation has sworn to uphold through any and all crises."

AIR FAX: Originator of the show, Hugh Harling struts his stuff in a red, white and blue Uncle Sam uniform. Boy Scout Eddie Handley, dressed in a soldier's uniform, blows *Assembly* at show's send-off.

First Broadcast: January 5, 1942.

Broadcast Schedule: Thursday, 8:00-8:30 P.M. (EWT).

Preceded By: United Press News.

Followed By: Church Services.

Sponsors: 18 Ironton, O. Merchants.

Station: WCMI, Ashland, Ky.

Power: 250 watts.

Population: 15,840.

COMMENT: Showmanship is what elevates this show above the level of the common garden variety of theatre quiz. While patriotism, rather than sales, is the primary motive for its 18 sponsors, it is true that commercials read on this show do a better job than would an ordinary 25-word announcement read once weekly.



SPECIAL PROMOTION

Short radio promotions that run but a day, a week, or a month yet leave an impression that lasts the year around.

Department Stores

QUIZ-BATTLE OF THE CENTURY One hundred years ago, a youthful immigrant from Europe crossed the Alleghenies, came westward until he reached Vincennes, Ind. That enterprising youth was Adam Gimbel, the founder of what was to become the GIMBEL organization. Business boomed. 1887 saw the establishment of another GIMBEL store, this time in metropolitan Milwaukee, Wis. Today the Milwaukee store is the oldest of those under GIMBEL management, and the Vincennes store has passed into other hands. Unusual in American merchandising is the fact that the GIMBEL organization has had a continuity of management for four generations. Today, there are GIMBEL stores in Milwaukee, Philadelphia, New York and Pittsburgh. SAKS FIFTH AVENUE STORES, the management of which was taken over by the second generation of Gimbel's, have branches in New York, Chicago, Beverly Hills and a number of resort cities. With festivities centering in Milwaukee, GIMBEL's will observe its centenary throughout the whole of 1942.

Besides Milwaukee observances, there was a mid-January celebration at Vincennes following the formal invitation of Indiana Governor H. F. Schricker and Vincennes officials. Scheduled to run throughout the year in connection with the Gimbel Centennial celebration is *Quiz-Battle of the Century*.

Saluted each week in this half-hour

show is an outstanding Milwaukee industry. *Opening line:* Wisconsin Works For Victory. First industry to be saluted was THE FALK CORPORATION, defense manufacturer of heavy machinery. A representative of the honored firm delivers a brief message in connection with each broadcast.

Show plugs no merchandise. Commercials consist of institutional copy with a *sell-America* theme. Sponsor salutes each honored firm with a special window display preceding the Sunday broadcast.

Contestants in the quiz-show are employees of participating firms. Quiztestants are provided with 12 twenty-five cent Defense Stamps, forfeit one for each question missed. At quiz-end, person retaining the greatest number of stamps keeps what he has, also wins all stamps forfeited by other contestants.

Every ninth program consists of a quiz-battle involving the winning contestants from the eight preceding programs. Participating firms receive broadcast tickets for distribution to friends of the plant, the family or relatives of contestants.

AIR FAX: *First Broadcast:* March 1, 1942.

Broadcast Schedule: Sunday, 5:00-5:30 P.M.

Preceded By: Nichols Family.

Followed By: Music.

Sponsor: Gimbel Brothers.

Station: WTMJ, Milwaukee, Wis.

Power: 5,000 watts.

Population: 680,434.

COMMENT: Wisely, sponsors everywhere are turning to institutional advertising as the backbone of their 1942 promotion-



al efforts. Tie-up here with 52 participating firms creates a tremendous ready-made audience, builds inestimable goodwill for GIMBEL BROTHERS. Certainly the basic format is streamlined for 1942 conditions.

Women's Wear

BRAY'S GRAND OPENING When a lady gets a new hat she wants her friends to see it and to admire it. When a ladies apparel shop gets its face lifted, blossoms out with a new front, it too wants friends to know about it. For friends who couldn't come to its grand opening, BRAY'S LADIES APPAREL SHOP, Grand Forks, No. Dak. took to the KILO airwaves. Broadcast was a quarter-hour show. Interviews featured manager George Bray, the Grand Forks mayor, other local dignitaries. Enough microphone cord was available to describe the main floor and the basement store, both recently remodelled.

Broadcast was publicized in advance by a two-day series of courtesy KILO station-break announcements. KILO commercial manager Elmer Hanson scripted the show, acted as emcee.

AIR FAX: Two announcers, emcee Elmer Hanson and Bill Walker, and an engineer handled the remote broadcast.

Broadcast Date: February 26, 1942.

Broadcast Schedule: Thursday, 11:45-12:00 Noon.

Sponsor: Bray's Ladies Apparel.

Station: KILO, Grand Forks, No. Dak.

Power: 1,000 watts (D).

Population: 20,097.

COMMENT: Such remotes pay off good dividends for both sponsors and radio stations. Certainly the fanfare and excitement of a grand opening is a splendid radio introduction to potential sponsors. (For pic, see *Showmanscoops*, p. 176.)



SHOWMANSHIP IN ACTION

Those extra promotions and merchandising stunts that lift a program out of the ordinary.

Beverages

GREATER ROCHESTER HOMEMAKER'S PROGRAM In news, in fiction, on the stage and in the movies, mysteries and detective thrillers always attract great audiences. In network radio, year after year, program ratings on this type of show are well up among the leaders. Psychologists offer as one explanation, the fact that every man, woman and child, at one time or another, fancies himself a potential *Sherlock Holmes*.

Calling the listener's bluff on the WHEB 25-minute participating show is the COCHECO BOTTLING Co., Rochester, N. H. This five-minute NBC transcribed feature is played as far as the solution. The audience is given a week in which to work out the answer. Following week's broadcast sees the solution presented, as well as a new mystery.

Weekly, a random phone call made from WHEB's directory of towns making up the Greater Rochester area gives listeners a chance to win a family case of DELICIOUS COCHECO CLUB BEVERAGE. *Hook:* telephone recipient must have been listening to the show, know the name of the firm presenting *Five Minute Mystery*. If listener gets a failing mark on the two-part quiz, COCHECO delivers a handy-pack case of CLUB BEVERAGE.

Co-sponsor BERGERON BAKING Co., also features a giveaway offer. Scattered throughout the show are three drawings. *Drawing No. 1:* for the name of the community where the day's winner lives. (Greater Rochester includes seven communities.) *Drawing No. 2:* for the letter

of the alphabet under which the homemaker's name is listed. *Drawing No. 3*: to determine the number of subscribers' names to count down the directory column. That person becomes the winner, is quizzed via the telephone on questions pertaining to BERGERON's PAN DANDY SUN FED VITAMIN BREAD. Winner is sent a card, which presented at her grocer's, nets her a generous gift of BERGERON BAKING Co.'s products.

AIR FAX: *First Broadcast:* August, 1941.

Broadcast Schedule: Monday and Wednesday, 11:05-11:30 A.M.

Preceded By: News.

Followed By: Music.

Sponsor: Arno Real Estate and Auctioneer; Bergeron Baking Co.; Coheco Bottling Co.; Drs. Davis and Weathers, Optometrists; G. T. Laundry; Putney's Department Store; Mary Lou Shop, women's wear.

Station: WHEB, Portsmouth, N. H.

Power: 1,000 watts.

Population: 25,000.

COMMENT: Giveaways which tie-in with sponsors' products are an excellent showmanship device. (For the reaction of one sponsor, see *What the Program Did for Me*, p. 175.)

Gasolines

HELLO, LONG DISTANCE Radio listeners throughout the country have felt their throats tighten as they tuned in on eager conversations between British parents and their children here in the United States and Canada. If proof that human beings yearn to hear the voices of their loved ones were needed, these two-way exchanges of family trivia provide an affirmative answer.

Likewise, American mothers, fathers, wives and sweethearts are anxious to talk with their men folk in the armed forces. Listeners to the KOA, Denver, Col. show sponsored by THE CALIFORNIA Co., marketers of CALSO GASOLINE and THERMO-CHARGED RPM MOTOR OIL don't have to wait for furloughs. They stand a chance of winning a weekly free long distance call.

Anyone in the territory may visit a CALSO outlet, ask for a registration card which is to be filled out, mailed to THE CALIFORNIA Co. The contestant gives his own name, address and telephone number, also gives name and address of per-

son to whom he wants to talk. Listed, too, is the name and address of the CALSO Service Station from which the contestant received his card. Prizes go to the persons with the best ten word or less completion to this sentence: *I use THERMO-CHARGED RPM MOTOR OIL because . . .* Best entries are selected previous to the weekly broadcasts. Winners are announced over the air, are also notified by telephone during the program. Telephone calls are made at the winners' convenience, but family conversations are not broadcast.

Retail outlet goodwill builders: to the service station operator who sends in the card of each person who wins a free call goes a \$2.50 Defense Stamp bonus. A merchandising piece is sent to all CALSO outlets; enclosed is a pair of tickets to the show, an invitation for the distributor to see the show when he comes to Denver.

Comments adman Joe E. Tracey, McCANN-ERICKSON, Inc., account executive: "This show actually started on another station last June and was sufficiently successful that it was improved, effective with the first of this year, and moved to KOA in order to get increased coverage. The first 15 days of January indicated exceedingly substantial increases for the new station set-up."

AIR FAX: Show is dedicated to men in the army, navy, marines and coast guard, their families and friends. Featured is Lowry Field Sergeant Hal Kanter. Supporting cast consists of Yeoman Starr Yelland, USN.; Milton Shrednik and the *Gentlemen of Jive* band; singers Edith (Honeychile) Stalcup and Andrew Gainey, and comedian "Butch" Jackson.

First Broadcast: January, 1942.

Broadcast Schedule: Thursday, 9:30-10:00 P.M. (MT).

Preceded By: Sports Review.

Followed By: News.

Sponsor: Calso Gas & Oil.

Station: KOA, Denver, Col.

Power: 50,000 watts.

Population: 303,273.

Agency: McCann-Erickson, Inc.

COMMENT: Another variation on the basic format of this show: WTCN's *Hello Soldier, Hello Sailor*. In this show, one side of telephone conversation between Minneapolis, Minn. mother and soldier-son is actually broadcast. WTCN announcer listens in with earphones, supplies the soldier's side of the conversation.

Groceries

CALLING ALL KITCHENS With the children off to school, it's a safe bet that mother will be found in the kitchen. When NASH COFFEE Co., Minneapolis, Minn., coffee roasters, wanted to enlarge its Waterloo-Cedar Rapids, Ia., market, it decided on *Calling All Kitchens*. Quiz in the kitchen via telephone is the idea behind the WMT show. Correct answers to quiz questions bring dollar prizes.

Stores throughout the territory are supplied with registration blanks. (Women who want to be in line for a quiz call receive entry blanks without purchasing sponsor's product.) Mail response averages 1,000 letters a week. Sales of NASH COFFEE have increased in the territory.

Colored posters in all retail outlets plug the show. Newspaper publicity in local newspapers feature the program. Special NASH demonstrations have also been conducted calling attention to the quarter-hour ad libbed show.

Three days a week all telephone calls are made either in Waterloo or Cedar Rapids. Two days a week calls are made to various surrounding towns. Consolation prize for a fluffed question: a pound of NASH's coffee from contestant's grocer. Award for the next question popped is then increased a dollar.

AIR FAX: Show is conducted by Howard Roberts and Benne Alter.

First Broadcast: Oct. 5, 1941.

Broadcast Schedule: Monday through Friday, 9:45-10:00 A.M.

Preceded By: News.

Followed By: Music.

Sponsor: Nash Coffee Co., Minneapolis, Minn.

Station: WMT, Waterloo-Cedar Rapids, Ia.

Power: 5,000 watts.

Population: 54,300.

COMMENT: While proof-of-purchase contests have shown splendid results, sponsor's sales increase here indicates that programs where such evidence is not required may also be successful. Prizes may be modest ones and still create a large amount of listener interest. *Proof:* 1,000 letters a week. (For pic. see *Showmanscoops*, p. 177.)

FOR LADIES

Recommended for women because they were especially designed for women are the following tested live and transcribed shows which have been reviewed in previous issues of RADIO SHOWMANSHIP.

MODEL KITCHEN, See Sept., '40, p. 18.

INSIDE INFORMATION ABOUT FURS, See Sept., '40, p. 24.

POLLY THE SHOPPER, See Sept., '40, p. 27.

HEALTH CLUB, See Sept., '40, p. 35.

HARDYTIME, See Sept., '40, p. 35.

FOR WOMEN ONLY, See Oct., '40, p. 48.

BETTY AND BOB, See Oct., '40, p. 53.

WOMEN'S NEWS REEL OF THE AIR, See Oct., '40, p. 59.

MEET THE MISSUS, See Oct., '40, p. 68.

FASHION WINDOW, See Oct., '40, p. 69.

WEEI FOOD FAIR, See Oct., '40, p. 71.

LUNCHEON WITH THE STARS, See Oct., '40, p. 72.

MEAT OF THE MEAL, See Oct., '40, p. 72.

MARKET MELODIES, See Oct., '40, p. 73.

MELODIES AND FASHIONS, See Nov., '40, p. 112.

THE HOSTESS ROOM, See Nov., '40, p. 110, p. 114.

MATRIMONIAL MARKET BASKET, See Dec., '40, p. 154.

INTERNATIONAL KITCHEN, See Dec., '40, p. 155.

SHOPPING CIRCLE, See Jan., '41, p. 25.

GRAYSON'S PRESENTS, See Jan., '41, p. 35.

ROCK-A-BYE LADY, See Feb., '41, p. 47.

STELLA UNGER, See Feb., '41, p. 56.

COOKING SCHOOL AND HOMEMAKERS QUIZ, See Feb., '41, p. 66.

SOCIAL EDITOR, See Feb., '41, p. 72.

MISSUS GOES A-SHOPPING, See June, '41, p. 176.

SHOPPER'S JACKPOT, See June, '41, p. 188.

MEET THE LADIES, See July, '41, 206.

MAMMA BLOOM'S BROOD, See Aug., '41, p. 248.

STORK EXPRESS, See Aug., '41, p. 252.

MODERN HOME IDEAS, See Aug., '41, p. 258.

COCKTAIL HOUR, See Aug., '41, p. 259.

DOROTHY DIX, See Sept., '41, p. 292.

DEAREST MOTHER, See Nov., '41, p. 354.

BIRTHDAY BOX, See Dec., '41, p. 395.

MODERN HOME FORUM, See Dec., '41, p. 399.

TABLE TALK, See Jan., '42, p. 15.

KITCHEN OF THE AIR, See Jan., '42, p. 25.

WOMEN'S 580 CLUB, See Jan., '42, p. 25.

STYLE TRENDS, See Jan., '42, p. 26.

DREAM HOUSE, See Jan., '42, p. 30.

HELLO GORGEOUS, See Jan., '42, p. 32.

BIRTH OF A NATION, See Mar., '42, p. 99.



PROOF O' THE PUDDING

Results from radio programs, based on sales, mails, surveys, long runs, the growth of the business itself.

Department Stores

BRIDGE CLUB Bridgetime may be leisuretime in metropolis or small town, but numerous are the problems which confront the contract bidder. Giving expert advice to bridge players in Los Angeles and environs is Robert Lee Johnson. Some 20,000 members of the *Robert Lee Johnson's Bridge Club* celebrated the shows 1065th broadcast this January. *Hook:* bridge players register their names with Culbertson-disciple Johnson, receive a card which entitles bearer to submit bridge problems. Answers are by mail or via the airlines.

In addition to the KECA programs sponsored by the BROADWAY-HOLLYWOOD DEPARTMENT STORE, contract master Johnson also has three KFI afternoon *Bridge Club* programs each week.

Proof that the *Robert Lee Johnson Bridge Club* stacks the cards in sponsor's favor: FLAMINGO HAND CREAM was originally distributed in three downtown Los Angeles department stores. After three months on KFI's *Bridge Club*, every department store in Los Angeles, all drug stores in Southern California, and most variety stores were selling FLAMINGO HAND CREAM.

SPARKLETT'S PRODUCTS, through the *Bridge Club*, placed a small booklet containing highlights from Johnson's talks in each carton of SPARKEETA beverage. Ten thousand booklets were printed on the first run. Given away within 60 days: 70,000.

(Continued on p. 174)

Bakeries

FORBIDDEN DIARY Sponsors like PROCTER & GAMBLE, COLGATE-PALMOLIVE, GENERAL MILLS and GENERAL FOODS have proven conclusively to themselves that the best and least expensive way of selling the housewife is to get her ear during the day when she is alone. Best way for the local sponsor to compete with these tremendously popular shows is to present an equally good one. Through the medium of Ziv electrical transcriptions, the local market has available to it the same high calibre network talent as that used by bigtime advertisers.

Hooper survey on WCPO, Cincinnati, O., indicates that with its 17.5 percent listenership, *Forbidden Diary* compares favorably with the best of the daytime serials.

Because *Forbidden Diary* uses the same script and sales technique used by leading national network advertisers, NOLDE BROTHERS BAKERY, Richmond and Norfolk, Va., tested the script show in the Norfolk market. *Results:* a new bakery to accommodate the expanded Norfolk market. NOLDE's has expanded its use of *Forbidden Diary* to include WRVA, Richmond, and WCHV, Charlottesville. Mail response test pulled 4249 letters in Richmond alone.

AIRFAX: Story is a down-to-earth, human interest drama of events and happenings in the lives of 14 year old Judy Wynn, her mother, father, various other characters in the small town of Willowville.

Merchandising hook: A character writing in her diary opens and closes each broadcast. Not revealed on the air are hopes, thoughts, suspicions, other behind-the-scenes information. During the course of the show, listening audience is offered chapters of the diary in woman's own handwriting. After two announcements, 3,600 Cincinnati women wrote in for opening chapters of this optional merchandising plan. About 1500 weekly requests were received in Bluefield, W. Va. From a first time offer in Knoxville, Tenn.: 1162 requests. While merchandising hook is optional, about 50 percent of sponsors use it.

Write for Further Information

FREDERIC • W • ZIV
INCORPORATED

Radio Productions

2436 Reading Road

CINCINNATI

OHIO

Advertisement

(Continued from p. 173)

COAST FEDERAL SAVINGS & LOAN ASS'N tested the *Bridge Club*, became one of its most enthusiastic sponsors. *Reason*: in one day, *Bridge Club* members deposited \$15,000 in the sponsor's vaults.

AIRFAX: *First Broadcast:* January 31, 1938.

Broadcast Schedule: Tuesday through Saturday, 8:45-9:00 A.M.

Preceded By: News.

Followed By: Breakfast Club.

Sponsor: Broadway-Hollywood Dept. Store.

Station: KECA, Los Angeles, Cal.

Power: 5,000 watts.

Population: 1,497,074.

COMMENT: Giveaways or premiums in exchange for proof of purchase can be had to fit almost any appropriation. Club membership provides a valuable mailing list for any sponsor.

Manufacturers

MRS. TUCKER'S SMILE PROGRAM No mirrors were broken. No black cats crossed its path. But superstition flew out the window for INTERSTATE COTTON OIL REFINING Co. back in 1933 when it launched *Mrs. Tucker's Smile Program* February 13. Smiling like the proverbial Cheshire cat was W. S. Dorset, INTERSTATE's salesmanager, when the show recently celebrated its 1500th consecutive broadcast. Its claim to fame: it is the oldest continuous commercial quarter-hour on stations WFAA-WBAP, Dallas-Fort Worth, Tex.

Special promotion: placards and posters were placed in retail stores carrying MRS. TUCKER'S SHORTENING and other BETTER BRAND products when the show was in its infancy. A part of INTERSTATE's newspaper campaign was also given over at that time to publicizing the show.

AIRFAX: Vocal music and poetry are the chief ingredients in this "smile and the world smiles with you" program.

First Broadcast: Feb. 13, 1933.

Broadcast Schedule: Monday through Friday, 12:15-12:30 P.M. (CST).

Preceded By: Singing Sam.

Followed By: Light Crust Dough Boys.

Competition: KGKO, Chuck Wagon Gang; WRR, Variety Hour, and KRLD, News.

Sponsor: Interstate Cotton Oil Refining Co., Sherman, Tex.

Station: WFAA, Dallas, Tex.

Power: 50,000 watts.

Population: 273,297.

Agency: Wilson W. Crook Advertising, Dallas, Tex.

COMMENT: In these days of tension and strife, any program that dedicates itself to "smiles" is news in radio circles. That Mrs. TUCKER's program has a formula worth duplicating is proved by its record of 1500 consecutive broadcasts.

Shoes

PETERS NEWS Many sponsors with products which appeal to women select a household forum show, or reach for the nearest soap opera. PETERS BROTHERS SHOE Co., Oakland, Cal., operates two large shoe salons, one specializing in men's footwear, the other featuring women's shoes. Back in January, 1941, adman Otto Peters, took a flier, assumed sponsorship for 13 weeks of a mid-morning KROW news show. At year's end, precedent-breaking PETERS put its John Henry to a 52 week renewal contract. PETERS BROTHERS SHOE Co. had enjoyed the greatest sales increase of any retail shoe store in the San Francisco Bay area for the year!

News slant is to help women keep up with world affairs without taking it in heavy doses. While the schedule was set up to promote its women's store, one commercial in each newscast is devoted to the men's shop. Copy featuring men's wear is directed to the man-of-the-house through the women.

AIRFAX: *First Broadcast:* January 6, 1941.

Broadcast Schedule: Monday through Saturday, 10:45-11:00 A.M.

Preceded By: Tune Parade.

Followed By: Bert Winn.

Sponsor: Peters Brothers Shoes.

Station: KROW, Oakland, Cal.

Power: 5,000 watts.

Population: 432,898.

COMMENT: This is but one of many examples where a *news* show slanted at women has sold women. *One word of caution:* the specific factors that make one news show appealing to women, the other not, are difficult to determine. Perhaps the reading mannerisms of the commentator is all the "spice" that is needed. *Recommended:* a more dramatic, more emotional rendition. (For pic, see *Showmanscoops*, p. 177).

WHAT THE PROGRAM DID FOR ME

This is the businessman's own department. Radio advertisers are invited to exchange results and reactions of radio programs for their mutual benefit. Address all letters to *What the Program Did for Me*, Radio Showmanship, 11th at Glenwood, Minneapolis, Minn.



Department Stores

GREATER ROCHESTER HOMEMAKER'S PROGRAM "We were delighted with the showing this program made on our after-inventory sale. The response was immediate. Items which we considered would last from several days to a week, were disposed of within a day. Why we say this is because we were not able to get signs, or even merchandise in the windows. Neither did we have an ad in the local papers, as they do not come out until Thursday.

"One specific instance: we had 110 pair of curtains Monday morning. Tuesday P.M., we had less than 25 pair. The others had been sold at \$1.00 per pair!"

D. M. CARR

Manager

*R. W. Putney, Inc.
Rochester, N. H.*

AIR FAX: Included in the *sked* of this participating show are hymns, old and new; household hints; fashion tips and hometown news items.

First Broadcast: August, 1941.

Broadcast Schedule: Monday, Wednesday, 11:05-11:30 A.M.

Preceded By: News.

Followed By: Music.

Sponsor: Putney's Department Store, others.

Station: WHEB, Portsmouth, N. H.

Power: 1,000 watts.

Population: 25,000.

COMMENT: Not always is a sponsor able to get a definite check on radio's exact part in a successful promotion. Here is one who did, through the most reliable of all checks, namely, *sales*. Particularly in communities serviced by weekly newspapers can radio do a bang-up job of special day-to-day sales promotions for its sponsors. (For story, see *Showmanship in Action*, p. 170.)

Public Utilities

IMPERIAL LEADER "We are using *Imperial Leader* for EL PASO ELECTRIC CO. primarily as an institutional feature. Commercials will be confined to statements of company policy as it may be affected by wartime restrictions. *For example:* we are explaining the fact that with the restrictions on tires and automobiles, our street cars and busses may be crowded. We are endeavoring also to educate people to replace blown fuses in order to avoid an undue number of service calls. We are bringing in once on each program a request that people buy defense bonds and stamps."

WARREN T. MITHOFF

*Mithoff & White Advertising
El Paso, Tex.*

AIR FAX: In his early youth, the ambition of the British Prime Minister Winston Churchill, was to be a great man in England, "maybe Prime Minister." Dramatized in this fifteen minute transcribed feature are many of the stormy passages in Mr. Churchill's colorful life. *Effective episodes:* the youthful Churchill playing with toy soldiers and expressing the wish that they were real soldiers; his tender proposal to the woman he married.

Series consists of 52 quarter-hour transcriptions. Program features all-star Australian network performers.

First Broadcast: January, 1942.

Broadcast Schedule: Wednesday and Friday, 7:00-7:15 P.M.

Preceded By: Elmer Davis.

Followed By: Wednesday, *Catholic*; Friday, *Music*.

Sponsor: El Paso Electric Co.

Station: KROD, El Paso, Tex.

Power: 1,000 watts.

Population: 105,136.

Transcription Co.: Kasper-Gordon, Inc., Boston, Mass.

Agency: Mithoff & White.

COMMENT: Especially in times like these, goodwill plays an important part in the success of any business. EL PASO ELECTRIC wisely adapted its advertising to the times, uses a program which is especially suitable to the present emergency.



SHOWMANSCOOPS

RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote their radio programs. If you wish photographs returned, please include self-addressed, stamped envelope.



Showmanship

Left . . . Elmer Hanson, *left*, holds the microphone, while Mrs. Trepanier (representing owner of store building) cuts the ribbon to open the recently remodelled BRAY'S, women's wear shop, Grand Forks, No. Dak. Owner-manager George Bray, and Mayor T. H. H. Thorson look on. (For story, see *Special Promotion*, p. 170.)

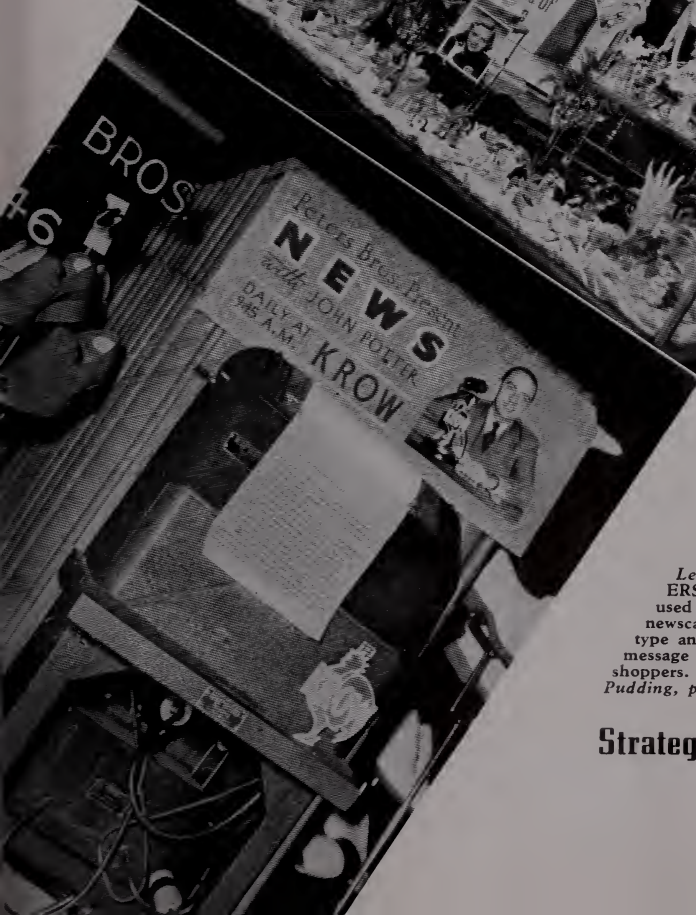
Below . . . Typical is this scene from a studio broadcast of the fast moving variety show, *Hello Long Distance*, heard weekly over KOA, Denver, Col., for CALSO GAS AND OIL. (For story, see *Showmanship in Action*, p. 171.)



Salesmanship

Right . . . Window displays tying in the sponsor's product with its WMT show is one method used by NASH'S COFFEE to create a large listening public. (For story, see Showmanship in Action, p. 172.)

*Center . . . Rolling out the red carpet for listeners to *Your St. Louis Reporter* are some 250 retail florists. Quarter-hour presentation is heard for THE ALLIED FLORISTS ASS'N. Window displays such as this one in GRIMM & GORLY'S plug the show which features local personalities, life, theatrical news and other inside info.*



Left . . . A PETERS BROTHERS SHOE CO. window display used to promote its KROW women's newscast. Printed in actual teletype type and news style was a special sales message which could be read by window shoppers. (For story, see Proof O' The Pudding, p. 174.)

Strategy for Success!

AMERICAN HOUSEWIVES

(Continued from p. 153)

ten (Printers' Ink, Nov. 14, 1941, p. 61) when he says, "But no amount of advertising will sell a product that cannot be sold without advertising."

The results show:

- (1) that except for all purpose shortening, granulated washing soap, and fine laundry flakes, factors other than paid advertising outpolled advertising in sales-making potentialities;
- (2) that the three products for which paid advertising lead other sales-impelling factors are also the products which rank high in radio-influence.

Product Impression of Radio Shows

Although entertainment is the vehicle through which the advertiser attracts an audience, the advertiser's principal interest is in sales. The radio show should not only entertain but it must or should accomplish three other objectives: (1) *acquaint* the listener with the advertiser's product; (2) *impress* upon her the merits of the product; and (3) *impel* her to buy the advertiser's product when she is in the market for his commodity.

ONE & ONLY..

"When you received releases from me at WFCI last summer I was just filling in two summer months at that station handling their publicity. In that short time, I became convinced of one thing; that your magazine is the *one and only* that realizes that radio should have showmanship, or as we call it, exploitation."

BILL MORTON,
RKO ALBEE THEATRE
PROVIDENCE, R. I.

Hence, the most important step in measuring the success of a program is to discover to what extent the listener is able to associate the radio show with the advertiser. In other words, has the program informed and impressed the listener through the commercial or has the program only entertained the listener? Using the Triple Associates Test, devised by H. C. Link of the Psychological Corporation, twelve radio shows were selected, and the respondents were asked for example, "What soup sponsors on the radio, Amos and Andy?" The respondent then *wrote in* her answer or "don't know." (2410 housewives answered this part of the survey.)

An analysis of the results shows:

1. Association of program with sponsor was *greater in the case of urban users* than with urban non-users of the various products. There was correct recognition by 64.2 percent of the urban users compared with 43.0 percent by the non-users.
2. The same condition prevailed in farm homes. 71.0 percent of the users gave correct identification of product-program, against a score of 39.3 percent for non-users.

When attributing sales to radio, it must be apparent that it is difficult to correctly assay and isolate the influence of a particular radio show. Because if 64.2 percent of the users of a brand were able to identify the show, it means that *35.8 percent of the users were unable to identify the show!*

Obviously not all users are listeners, and not all listeners are users. But, if a person listens to a program, uses the product, and is unable to identify the sponsors of a radio show, isn't it possible that sales to such persons are owing to some medium other than radio?

Radio has made sales for advertisers, and will continue to garner additional volume, but let everyone connected with radio be objective about the limitations connected with accurately measuring the impact of radio.



NEXT MONTH

STANLEY G. HEYMAN, advertising manager of MOORE, LTD., San Francisco, Cal. presents a digest of what's cooking on the men's wear front under war-time conditions. You'll find the facts in *Men's Wear in a Man's War*.

BROWN-DUNKIN'S Department Store, Tulsa, Okla. backs its KTUL children's show with plenty of promotion, lots of showmanship. The amazing story of how eight years of consistent effort (backed by announcements for *special* promotion) reaps its reward is told in *Give the Small Fry a Try*.

GEORGE O. JONES, president of the JONES FINE BREAD Co., Waco, Tex. outlines a radio schedule that includes a seven year old *Kiddie Show*, four other successful programs. In 12 years, a 1,000 percent increase in business!

Plus other juvenile promotions and program ideas collected from businessmen all over the country. It's SHOWMANSHIP's way of helping you get the most out of this tremendously fertile market.



AT YOUR FINGERTIPS

SHOWMANSHIP MAGAZINE FILE BINDER holds 12 magazines. The convenient, compact method of keeping your copies in permanent, chronological order. *Order today. Only \$1.50 postpaid* ★★

S Showmanship



JUNE 1942

25c
10¢ IN CANADA

81
NATIONAL BROADCASTING COMPANY
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N.Y.
IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS USED BY
Sears, Roebuck & Co., Department Store, Spokane, Wash.

Moore's, Ltd., Men's Clothiers, San Francisco, Cal.

Jones Fine Bread Co., Waco, Tex. . . . Plus 24 Others

{ Radio Programs for CHILDREN }

MORE THAN A MAGAZINE . . . A SERVICE



YOUR BUSINESS AT A GLANCE

A quick index to what others in your business field accomplish through radio. Articles and services in *Radio Showmanship* are classified by businesses here.

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If you don't have the May issue, order it now!

IF YOU WANT WHAT YOU
WANT WHEN YOU WANT IT

YOU WILL APPRECIATE A
RADIO SHOWMANSHIP
FILE

BINDER

If you like facts and figures at your fingertips (and who doesn't?) you'll appreciate the utility of a *Radio Showmanship Magazine File Binder*. It holds 12 issues. With it, you can tell at a glance which of the 12 editions carry material of especial interest to your business. It's the convenient compact method of keeping your copies in permanent chronological order. Order now!

RADIO SHOWMANSHIP MAGAZINE
ELEVENTH AT GLENWOOD AVENUE
MINNEAPOLIS, MINNESOTA

Gentlemen:

I want what I want when I want it. Send
me ☐ copies of the *Radio Showmanship
File Binder*, at \$1.50 per binder, postage paid.
Check enclosed ☐. Bill me later ☐.

Name

Address

Company

Position

City State

FB-1

*Go ahead and cut out the coupon! Don't
you worry about ruining the magazine;
we'll send you a new copy for your file.

FIFTY YEARS OF SERVICE

President of Cleveland's South Side Federal Savings and
Loan Assoc., Allen C. Knowles, Writes Visitorial No. 4

RADIO is a mighty influence in any effort involving the public. To obtain the most from its use, it cannot be considered lightly. Like its human master, it must be in its proper surroundings if results are to measure up to expectations.

Recently, we of SOUTH SIDE FEDERAL SAVINGS AND LOAN ASSOCIATION, Cleveland, O., celebrated an anniversary. We were 50 years old. It was an occasion of note. After the not long past era of uncertainties in the financial world, 50 years of uninterrupted service in that field constituted a signal record. Naturally, our plans for such an observance were carefully considered.

It was not difficult to present to the public the tangible results of those years of effort. The fine building in which we were housed, the record of accumulated assets and the evidence of an efficient operating staff were all there for anyone to see. However, there was another side to the anniversary. It was the story of the labors, the "blood, sweat and tears," that had gone into making that anniversary possible.

The vision that had inspired those men who planted the seed of the savings and loan idea in America could be a moving story if done with justice. What they hoped to accomplish in fostering the idea was a story rich in drama.

Fortunately, radio is a medium which measures up to these specifications. It provides first hand access to the public somewhat in the tone of the luncheon table or the conference room.

To such an important force, the approach cannot be casual or off-hand. Therefore, in employing radio, we recognized the need of adroit counsellors and skilled craftsmen who can achieve the most from this willing servant.

Our first step was to engage the services of one versed in the language of the air. Our story had to be related in a warm, personal manner in the vernacular readily understood by those at whom it was directed. To the man twirling the tuning dial, the language of the executive office or the conference room would not necessarily prove understandable or popular.

Our next step, intended further to insure the proper reception of our story, was to engage persons who could properly interpret it in a live, intimate fashion. A sense of emotional values and an understanding of human reactions was essential.

Used on this basis, radio measures up to expectations. It is a powerful force whose might is available to those requiring its help. You, too, can profit from a test of the truth of this statement.

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For summer or year 'round
schedules!

Betty and Bob

Outstanding dramatic programs with
name stars who are favorites of millions.

Let's Take a Look in Your Mirror —with Stella Unger

A vital, spontaneous, timely series aimed
at the woman of today.

The Face of the War

—as seen by Sam Cuff

Keen, timely, penetrating analysis of the
stories behind war headlines.

Getting the Most Out of Life Today

—with Dr. William L. Stidger

Forceful, down-to-earth philosophy every
man and woman can understand and enjoy.

Time Out

—with Ted Steele and Grace Albert

Bright, gay boy-and-girl songs and banter
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Who's News

Revealing, informal 5-minute chats with
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Hollywood Headliners

—with Stella Unger

Real life stories about Hollywood Stars
whose names twinkle on movie marquees.

Five Minute Mysteries

Thrilling dramatic mystery stories complete
in each five-minute episode.

NEW Flying For Freedom

—authentic drama-packed story of the
exploits of the Royal Canadian Air Force.

Ask your local station for an
audition—or write us direct.



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GIVE the Small Fry a Try

BBROWN-DUNKIN DRY GOODS Co. is one of the most consistent and largest users of radio in Tulsa, Okla., and among department stores of the nation, it has been a pioneer in the medium. One of the most interesting phases of its radio promotions has been its emphasis on programs slanted at the juvenile audience.

Over the past eight years its most consistent effort, supplemented by announcements for special promotions, has been the BROWN-DUNKIN *Children's Hour*. Today, in its fourth year over KTUL, Tulsa, the *Children's Hour* plays weekly, 9:30-10:30 A.M., Saturdays to a store audience of three or four hundred, from the first week in January through Thanksgiving. (Since the space required for the auditorium is the only space available for a toy department, a Christmas layoff is mandatory.)

For the past two years, the toy department has been merchandised with a special KTUL program, *I Am An American*, while the *Children's Hour* was vacationing. Currently, in addition to the *Children's Hour*, BROWN-DUNKIN has the 7:30-8:00 P.M. Monday night spot on KTUL with the transcribed series, *The American Challenge*.

To complete the picture of the BROWN-DUNKIN radio offerings, the fall of 1941 saw BROWN-DUNKIN add a five-minute daily shopping talk by Peggy Gray, personal shopper, which goes on all three Tulsa stations at different times but

within the period between 8:55 and 10:15 A.M.

These programs are supplemented regularly on special promotions with from 3 to 10 station-break spot announcements on KTUL the day preceding the promotion. On major promotions, the same schedule of announcements goes to the other two stations, also.

RECORD DAY is one of the big traditional promotions each Spring. Store policy demands that advertised merchandise must be mark-down merchandise and actual values. All advertising plainly states that BROWN-DUNKIN will not be undersold.

This year, special one-minute transcriptions were made by KTUL for the event. Eight different record events such as Babe Ruth's 60 homers, Seabiscuit's famous Santa Anita race, the Dionne quintuplets, etc., were dramatized in 30-second units. Closing commercial tied into BROWN-DUNKIN's RECORD DAY. These were scheduled eight times on the Sunday preceding Monday RECORD DAY, and heard on two of the Tulsa stations, supplemented by four 50-word spots. (The third station carried a total of six 50-word spots.) Also in the RECORD DAY build-up, was a courtesy day on the preceding Saturday. For that event, a total of 43 50-word spots were used in a single day, divided between the three Tulsa stations.

If there is one thing which all its

Model for Successful Department Store Radio Advertising
Is that of the Brown-Dunkin Dry Goods Co., Tulsa, Okla.



● From the first week in January through Thanksgiving, KTUL's *Children's Hour* is heard weekly for the BROWN-DUNKIN department store. Now in its fourth year, the show plays to an audience 400 strong.

radio offerings have in common, it is *showmanship*. Example: the *I Am An American* series which BROWN-DUNKIN used to merchandise its toy department. This quarter-hour transcribed show, used three times weekly during the Christmas season at 5:00 P.M., featured a toy giveaway. Membership cards and buttons were issued to those who registered at the toy department. This made a child eligible to have his name in the "treasure chest" which was opened twice on each program.

When a child's name was drawn from the "treasure chest" he was eligible to win a prize whose retail value was usually around one dollar. To get the prize, child had only to call the station within 15 minutes, answer correctly a "true or false" question based on the *I Am An American* portion of the show. Clue was very plain in the transcribed story.

Five such names and prizes were announced in the first half of the program and five in the second part. Middle tran-

scribed section consisted of short dramatizations of the lives of famous American patriots. Membership reached 4,000, and on most broadcasts, at least eight out of ten members telephoned in to claim their prizes.

Showmanship is likewise a prominent feature in the BROWN-DUNKIN early evening offering, *The American Challenge*. Similar to DU PONT's *Cavalcade of America*, and produced on the West Coast where it has had a long run for the CHALLENGE CREAMERY ASSOCIATION, *The American Challenge*, also has a patriotic theme. Translated into a series of half-hour transcribed episodes are some of the most stirring events in American history.

In connection with this radio show, BROWN-DUNKIN is offering a \$500 educational fund in cash to the winner of the grand contest from weekly winners. Any junior or senior high school student in the state of Oklahoma is eligible to enter the contest. The subject for the es-

says changes weekly, and ties in with the episode dramatized on the radio show. Three essays are chosen each week, and the names of the writers are announced on the KTUL program. These three then become eligible for the grand prize which will be selected and announced on June 1. Winner may take the \$500 in a lump sum within 30 days after contest is closed; or, he may matriculate at any college or university in Oklahoma, receive \$100 on registration and \$50 per month for eight months.

When the program was launched in October, 1941, all store employees wore a red paper cut-out question mark, with the tag-line: "Ask me about *The American Challenge*." Contest entry blanks were available from any salesperson, and transcriptions and playback machines were available to schools and clubs.

For creating store traffic, and building good will, BROWN-DUNKIN's old reliable, however, is *The Children's Hour* emceed by rotund, jovial Jack McElroy. This show salutes a city in the trade territory each week, with special guests from that city, arranged for by KTUL.

Weekly trips are made to surrounding cities by program director Jack Hoffman and musical director Lillian Smithline, where arrangements are made through teachers in the public schools to secure guest artist talent from the honor city of the week.

A small display ad is placed in the newspaper of the honor city, and the expenses of travel and promotion are carried equally by KTUL and BROWN-DUNKIN.

Application cards for those who wish to be auditioned are also available in the BROWN-DUNKIN departments for boys and girls. All children are auditioned, either in the honor towns or at the KTUL studios. In addition to the amateur talent, guest artists such as "graduated" pupils from the program, are used. Visiting movie celebrities, band leaders, singers and others also appear.

Showmanship devices which

keep the show rolling begin the moment the show goes on the air. To the tune of *Round the Mulberry Bush*, the audience sings:

Here we are for the Children's Hour,

The Children's Hour, the Children's Hour.

Here we are for the Children's Hour,

Every Saturday morning.

It goes off the air to the same tune, but the lyrics change to "We'll be back with the *Children's Hour*, every Saturday morning." Again, midway in the program, the audience bursts into song with the *Song of the Week*, the lyrics to which are distributed by KTUL hostess, Dorothy Harding.

Another feature of the show: through the photo-reflect photograph studio of the store, each week a boy or girl is chosen as the *Boy of the Week*, or the *Girl of the Week*. On the next broadcast, the child is presented to the audience and given a framed 8x10 color photo made the preceding week after he had been chosen.

A group picture is also taken by KTUL promotion manager, John Esau, of the performers who vary from tap dancers to broomstick fiddle players. As soon as prints are made, each child gets a copy. Frequently such pictures are sent to newspapers in honor cities, and seldom fail to make page one.

Commercials on the show are limited usually to boys' and girls' items, except on the occasions of major store-wide promotions. Once in a while, one or two pieces of actual merchandise are held up for display to the auditorium audience while emcee McElroy gives the commercials on the items.

If the radio advertising picture were to be summed up, it could be expressed in (1) consistency, (2) showmanship and (3) promotion, all of which add up to (4) a pattern for success.



Kid Show Makes Bakery Grow

A 1,000% Increase in Business Volume in a Decade Writes the President of the Jones Fine Bread Co., George O. Jones, Waco

MUCH has been said about the effects of early training upon later attitudes. That this holds for buying habits as well as for more general concepts is indicated by the fact that many of the products stocked in the American housewife's kitchen are there because her mother used them.

While we have been active users of all advertising media for a number of years, our most outstandingly successful show

illustrates the fact that the juvenile market is a splendid one for the advertiser. Our sales charts indicate that the JONES FINE BREAD *Kiddies Show* heard over WACO develops JONES FINE BREAD users at a very early age.

Established in 1935, the show has been on the air continuously since that time. While in the beginning, there was an attendance of 350 children, the average 10:00 A.M. Saturday morning turn-out at the WACO THEATRE today is approximately 1,500 youngsters.

Radio can and should contribute definitely and specifically to the healthy personality development of children. It can and should play a part in leading youngsters to useful hobbies, skills, interests and activities. For the accomplishment of these aims, an amateur show is one of the best possible methods. From the sponsors point of view, such programs are easy to produce, have inestimable public relations value, and cost relatively little.

The 30 minutes of live talent entertainment on the stage is broadcast over WACO. War Stamp prizes of one dollar, fifty and twenty-five cents go to the child performers who receive the most audience applause. After the broadcast, a regular picture show follows. For this full morning entertainment, the theatre charges five cents for children under 12 and ten cents for those over that age.

Such a program lends itself to many types of merchandising, but one feature we consistently use is the *Birthday Club*. Our files contain the name and birthday of each child who has sent in his *Birth-*



No novice to the bakery business is silver-haired George Oliver Jones, shown above, whose experience with breads and cakes covers a span of 30 years.

Now president and owner of the Jones Fine Bread Co., Waco, Tex., he has also done service with the Continental Baking Co., and the Campbell Taggart Co.

An active worker in all civic projects, baker Jones is ex-mayor of Waco, past president of the Rotary Club, director in the Chamber of Commerce, a trustee on the Public School Board, and Captain of the Home Defense Guard. From the very real school of experience come his views on child psychology. Breakdown of his family of five: three girls, two boys.

day Club membership, and each week a small birthday cake from the JONES FINE BREAD Co. is presented to those whose birthdays fell in that interval.

Rules for the successful presentation of a program of this kind may be summarized briefly.

- (1) Get the best talent available. Auditions are essential. Each Wednesday afternoon, for example, the various kiddies try out at a rehearsal period presided over by Mary Holliday Spillman, *Kiddie Show* director and pianist, and emcee Bernard Helton.
- (2) If there is a movie, make sure it is a good one! Woe unto the sponsor whose choice of pictures is unwise! Down upon his head will come the wrath of parents, educators, and civic groups.
- (3) Use merchandising features which appeal to children. If you use the club idea, give the members something in return. It need not be elaborate nor expensive.

We have also sponsored and found successful news and football broadcasts. We have had good results from the transcribed program series, *The Freshest Thing in Town* on the one hand, and *Streamlined Fairy Tales* on the other. In fact, most of our advertising budget goes for radio.

In 1930, three trucks were used for our deliveries. Our present plant has five times the volume capacity, and through the use of the latest modern baking equipment plus successful advertising, our volume of business has increased one thousand per cent. (We also have a complete cake bakery which is doing a very satisfactory volume.) Instead of three trucks, it now requires a fleet of 35 to make deliveries throughout Central Texas!

● Youthful performers pack them in 1,500 strong for the JONES FINE BREAD Kiddie Club. Above . . . A Kiddie Show starlet goes into her act. Below . . . A chic majorette struts her stuff.



TODAY, we in the field of food distribution, must meet and overcome the greatest competition ever. One reason is the increasing number of competitive brands, and of course, there are more people trying to sell them.

ROBERT ORR & Co., distributors for HERMITAGE food products in middle Tennessee, southern Kentucky and northern Alabama believes that the astute businessman invests in advertising just as he does in bonds, stocks and merchandise. We think advertising is just that essential.

While radio has a number of assets for us, it has accomplished two things in particular. In the first place, radio permits us to *dramatize* our service and to capitalize on the romantic phases of our business in a way that is possible through no other medium. It permits us to *humanize* and bring to life the ideas, traditions and personalities of the ROBERT ORR & Co.

Secondly, radio has helped speed up the dealer's turn-over, and this increased volume has stepped up the profits for both the dealer and for our company. Since quality is understood before one attempts to sell a market, we feel that

Johnsons JU

Largest Volume of Business
Merchandising Service Mar

the manufacturer should stress to the dealer what sales-helps will be provided with the merchandise the dealer buys. Radio makes its debut here, for it plays an extremely important part in stepping up sales.

To accomplish this twofold purpose, the radio sponsor should particularly bear two things in mind. First, it is of prime importance to make it easy and natural for the individual listener to lend the necessary attention that insures delivery of the sales message under the most advantageous circumstances.

Related to this is the fact that the prospective customer gets his first idea of what he may expect to find in a package of HERMITAGE COFFEE from the type of program we use in our advertising

• Quick-brush artist Moragne puts the finishing touches on one of the signs to be displayed in a ROBERT ORR & CO. dealer outlet. With 1,000 posters finished, artist Moragne has 4,000 yet to do! Signs tie-in the retailers favorite "plug" with reminder copy about HERMITAGE COFFEE and *The Johnson Family* on WSIX.



JAVA Sales

Years Writes A. L. Moragne,
The Robert Orr and Company

campaign. Therefore, we think it absolutely essential to have a good program.

We are now in our second year of sponsorship of *The Johnson Family*, a coast-to-coast MUTUAL BROADCASTING SYSTEM show, heard for us over WSIX, Nashville, Tenn. And Jimmy Scribner's program has increased our volume on all HERMITAGE food products plugged at different times on the show. HERMITAGE COFFEE is the product we feature most on this WSIX program, and in January, 1942, we had the largest month's volume on HERMITAGE COFFEE in the 86 years we have been in business!

Jimmy Scribner, the voice behind those 22 indomitable members of *The Johnson Family*, not only enacts all 22 roles, but he also scripts the show, produces it, plays the theme song and works the sound effects equipment! Dealing with Southern Negro folks, he often receives fan mail addressed to the various creations of his flexible vocal chords.

While easy listening and a good show are important, merchandising is another essential. As a part of our merchandising effort in support of THE JOHNSON FAMILY, we are making an individual hand-painted point-of-sale poster for each dealer in our territory. This sign, 28 by 44 inches, is hung by wire from the ceiling in the center of the store.

On each of these posters, we are really "*Signing Up the Johnson Family*." This reference to a nation-wide network program sponsored by HERMITAGE FOODS gives us prestige and keeps HERMITAGE quality uppermost in dealer and consumer minds. We have already placed over a thousand signs. When we have covered the territory there will be 5,000 reminders to dealers, clerks and custom-

Familiar figure throughout the Southland is "Lightning" Moragne. His amusing, colorful cartoons bedeck nearly half the store windows in Dixie. When he is transforming one of these windows into catchy, sales-producing display, he often draws a large enough crowd to keep the cops busy. One of the fastest water-color advertising artists in the country, he has practiced his art in nearly every state in the nation. Average time for him to sling one of his drawings on a mirror or window: five or ten minutes.

Grandfather Alpin Liddell was the first white settler at Gadsden, Ala. Another first: "Lightning" was the first man to travel below the Mason-Dixie line in a peewee Austin. Merchandiser Moragne never talks quality, maintains quality is understood before one attempts to sell the market. His main talking point: what he is going to do to help the dealer sell what he sells the dealer.

Before going with the Robert Orr & Co., cigar smoking Moragne was vice president and general manager of the Pepsol Co. Not in 23 years of married life has his spouse been able to get him to work around the house. Instead of playing handyman, he writes stories, works contests. His favorite reading: trade journals and Western magazines.

ers of *The Johnson Family* over WSIX. Each sign is made especially for the dealer and features whatever he has for a specialty.

Advertising is a powerful force in our everyday life, yet there are still some concerns who believe that advertising is not essential to the economical conduct of business. These are the people who think advertising is a burden on business. But we believe that when a concern loses faith in advertising and merchandising, the spiders begin weaving webs over its stock. We have faith in advertising, and radio is great advertising!



NO LESS than 70,000 good deeds have been performed by youngsters in Hamilton, Ontario, since the EATON *Good Deed Radio Club* was organized in February, 1933. *Reason:* active members write to the club every week, report their newest and best good deeds. For the best

good deed of the week: a fifteen-jewel wrist watch.

An energetic young man with the T. EATON Co., LTD., department store, Claude C. Knapman, started it all. *His idea:* that the younger generation should have an opportunity to express their talents, and that this could be done through the medium of a juvenile radio program. To keep alive the interest of those without stage talent, Mr. Knapman needed something which would enable everyone to take part in the club. Good deeds were the answer, and the EATON *Good Deed Radio Club* became a reality.

Highest honor to be attained in the EATON *Good Deed Radio Club* heard weekly over CKOC is a Gold Star Pin. Pins are awarded to the weekly good deed winners and to those who appear on club broadcasts. *Record to date:* 1,200 Gold Star members!

Membership is not limited to Hamiltonians alone, and mail from the 70,000 EATON *Good Deed Radio Club* members comes from over 300 different communities. Club elite are the 1,000 members who have earned a giant *Booster Button* by sending in the names of ten new members.

The club has its own chocolate

Good Deed

A Radio Program That

Sponsored by the T.

bars (which everyone receives after each Saturday morning broadcast). There is also a GOOD DEED TOOTH PASTE, GOOD DEED school copy books, and other such items which make the club a part of the daily life of each member.

Personnel of the T. EATON STORE handle the show. Featured: a ten-piece all-kids dance orchestra, a chorus of 20 voices, and numerous amateur acts. Emcee for the entire nine years the show has been on the air is Wilfred Machin.

Club season starts in September. Every year approximately 10,000 theatre passes and 10,000 studio passes which admit members to the 9:45 A.M. Saturday club broadcasts are sent out. When the club leaves the air at the end of April, in-

● EATON *Good Deed Club* members put on a show for the R.C.A.F. boys at Hagersville, Ont. Requests for public appearances have also come from other army training centers. All acts are carefully rehearsed.



partment

one a Way of Living,
Ltd., Hamilton, Ont.

terest is kept alive in numerous ways.

Hook during the past few years: a *Garden Section*. Members receive a package of seeds which they plant and tend through the summer months. Late in August they enter their full-grown flowers in the club's *Garden Section Flower Show*. Prize-winning entries rate trophies. The *EATON Good Deed Model Aircraft Club* section is another summertime interest builder.

During the winter months when club interest is at its peak, numerous special events are planned to keep members active. Big event for October is the Hallowe'en Masquerade Party. Attendance runs around 3,000, and prizes are given for the best costumes.

Toward the end of November, younger members give Santa Claus a royal welcome at another big theatre party. December ushers in the *Christmas Drawing Contest* with almost 200 prizes awarded. A studio Valentine Party is the highlight of February, and March brings along the club's birthday celebrations. Last theatre party of the season is *Boy Scout Day*, held in April. Cubs and Boy Scouts present their own entertainers on the club broadcast.

Greeting cards are also used to keep members interested. All members who have helped the club in any way during the year receive Christmas greetings. Birthday cards are also sent out to each member. Actual figures: over 35,000 birthday greetings cards are mailed out each year!

Much in demand are the *EATON Good Deed Club* entertainers. Every Christmas season, club members provide entertainment for approximately 75 "Christmas Trees." They have also done their stuff for such organizations as *The Big Brothers Ass'n*, *The Kinsmen Club*, and *Masonic Lodges*.

Certainly for the *EATON Co.*, children have unlocked the front doors to Hamilton homes!



Today's Hero: It's SUPERMAN!

Merchandising Hook Nets Froug's Department Store, Tulsa,
17,000 Members Plus Minimum Sales of More than \$35,000

SUPERMAN, the world's strongest man, made his radio debut in February, 1940. Within 10 weeks, the radio series achieved a CROSSLEY rating of 5.6, the highest rating of any three-times-weekly juvenile program on the air.

Equally popular is *Superman*, the comic strip star. Since his appearance in *Action Comics Magazine* only a little over two years ago, the circulation of *Action Comics* was upped from 250,000 to its current circulation of 900,000. In May, 1939, the *Superman Quarterly Magazine* was introduced; a year later its newsstand circulation hit 1,300,000! When the publication became a bi-monthly, another 100,000 was picked up in circulation.

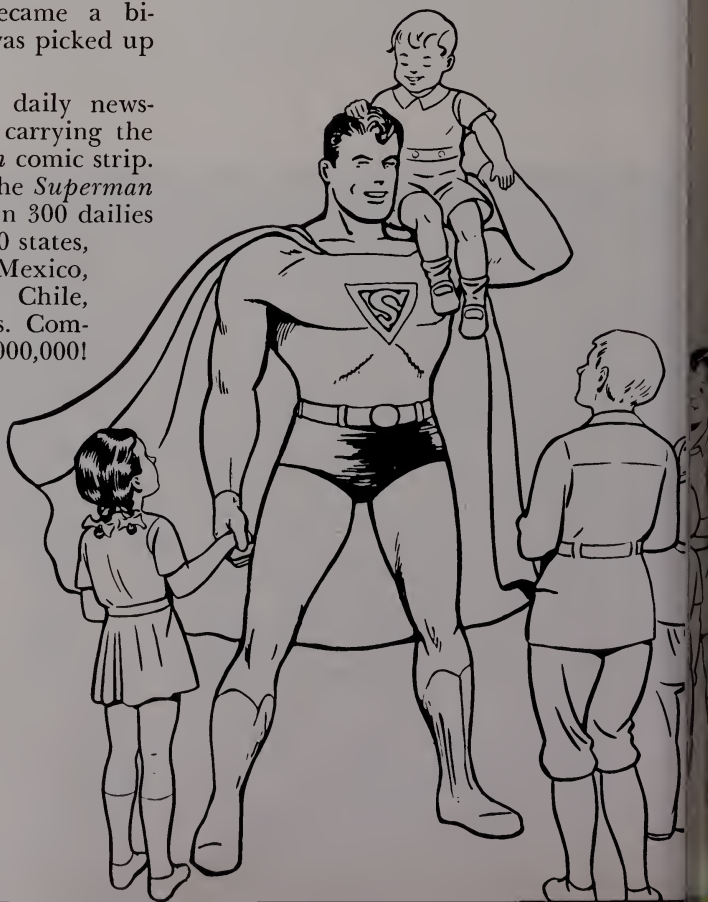
In January, 1939, four daily newspapers took a flier, began carrying the daily and Sunday *Superman* comic strip. Within a year and a half, the *Superman* comic strip was appearing in 300 dailies and 85 Sunday papers, in 40 states, 9 Canadian provinces, in Mexico, Hawaii, Brazil, Argentina, Chile, and the Philippine Islands. Combined circulation: 20,000,000! When *Superman* licenses were made available to 35 manufacturers of a variety of items for boys and girls, all of them suitable for radio premiums, more records were broken. All *Superman* licensees reported unprecedented business, many presenting sales figures on *Superman* items never before reached with character merchandise.

Keeping step with other *Superman* developments is the *Superman* radio program. Renewed three times by HECKER PRODUCTS CORP., the serial was then made available for regional sponsorship, has been enthusiastically taken up by bakeries, dairies, soft drink bottlers, candy manufacturers, and others. The experiences of three sponsors are given below:

SALT LAKE CITY, U.

(Candies)

Mothers in Salt Lake City don't have the small-fry underfoot while doing the



Saturday morning housework. Nor do they have to worry when the little mischief-makers are out of sight. *Reason*: a full four-hour show presented at the UTAH THEATRE for the lads and lassies. Gathered together are the devotees of the cult of *Superman*. Show is heard thrice weekly over KDYL for SWEET CANDY, makers of candy bars, hard and stick candies, and quality chocolates.

Sponsor's burnt offering to the youngsters: two feature pictures, a serial, short subjects, and a half-hour stage presentation. Included in the format: a quiz show for the moppets, with War Stamps for correct answers.

Merchandising hook for SWEET CANDY: 20 prizes are awarded each Saturday to the boys and girls who bring the largest number of wrappers from SWEET'S CANDY BARS. To those who bring four or more wrappers: an official *Superman* membership certificate, the *Superman Code*, and the *Superman* membership badge.

Although SWEET's had been sponsoring a *Quiz for Kids* broadcast, together with a Saturday morning's children's theatre show for several months, attendance at the first *Superman* club meeting showed a gain of several hundred. *Also gratifying*: a large increase in the number of SWEET candy bar wrappers turned in.

Promotional activities: screen trailers run at the UTAH THEATRE two weeks prior to the opening of the campaign; newspaper ads in all Salt Lake papers four days prior to show's starting gun, and a line plugging the KDYL show above each day's *Superman* cartoon strip in the DESERET NEWS. Two huge lobby pieces in the UTAH THEATRE plug the program, the station and the Saturday morning club meetings. Dodgers calling attention to the show were distributed to Salt Lake children a week prior to the first *Superman* broadcast.

TULSA, OKLA.

(Department Store)

When *Superman* went on the KTUL airwaves for FROUG'S DEPARTMENT STORE, merchandising included the organization

of a *Superman Club*. *Hook*: registration was at the store. More than 17,000 children received registration cards and the metal *Superman* clip-pin.

Next hook was the giveaway of a *Superman Secret Chamber* ring. Members were required to bring their parents and purchase at least a five dollar coupon book on the store budget plan to receive the *Secret Chamber* ring. When advertising manager Tom Lottinville tallied the returns, more than 7,000 rings had been given out.

At the *Superman Day* the store staged at CRYSTAL CITY AMUSEMENT PARK in cooperation with KTUL, all rides were free to club members. Games and contests held under the direction of the University Athletic Association netted contestants cash prizes. Estimated attendance: 6,000. Currently, tickets to a downtown theatre featuring *Superman* in technicolor shorts are being given to club members with \$5 budget books purchased at the store.

MINNEAPOLIS, MINN.

(Dairies)

When the MILK FOUNDATION OF MINNESOTA wanted to crash the ether waves, it took to *Superman* and WTCN. Writes adman C. J. Rian of the McCORD ADVERTISING AGENCY: "In approximately five weeks of promoting, we received a total of 8,623 requests for the *Superman* ring. First two days mail when we offered the *Superman American badge-pin* was in the neighborhood of 700 letters, each including five cents and two bottle caps."

AIR FAX: Sponsorship of this quarter-hour transcribed show may be on a three or five times a week basis.

Availabilities: 325 episodes.

Producer: Robt. J. Maxwell, *Superman, Inc.*

COMMENT: One of the most important factors in the success of any radio program sponsored locally is the merchandising plan behind it. Experience of most sponsors is that a mediocre show with a strong merchandising plan is a better buy than a Class A program with a bad one. A radio feature with a fine program plus an excellent merchandising tie-up is a hard-to-beat combination!



Kiddie Review

By Tod Williams

ONE of the hoariest axioms of the advertising business is: "Sell the children and you sell well."

This seems to be resoundingly supported by the men who pay the bills. In a recent issue of RS, a survey indicated that 1,479 children's programs are being aired over 372 stations in 168 cities! I am crass enough to wonder how many of these 1,479 programs are doing the *selling* job of which they are capable?

Let me explain what I mean. In the spirit of pure research, I studied my small daughter as she listened to her favorite kid shows. I made the mental note that a couple of the products which were advertised were in use in our home. This supported the contention of Allen Ducovny who wrote in the last August issue of RS: "77.3 percent of the children assured investigators that their parents bought them the things they asked for."

Then came the commercial on a third program. At that point my offspring uncoiled herself and neglected the sales talk. I asked her why.

"Oh!" she remarked with disdain. "He sounds like a school teacher."

What she meant was that the copy was written and delivered in a pedantic manner. It *bossed* her, and she resented it.

Let that be lesson No. 1! *Be friendly and cordial. Don't talk down.*

The next thought that obtrudes itself in discussing programs for children is: "What products can be moved by this medium?"

The answer is: "*virtually anything.*"

In Kansas City, for example, a music store has sold thousands of dollars worth of pianos and instruments by making music lessons and music in the home attractive to the younger generation. Paw and Maw are pretty much ignored in this approach. If they care to listen to the JENKIN's *Kiddie Revue*, which has been one of WHB's most popular features since 1932, that is a by-product. The appeal is to the children. It's *their* program. They are the performers. The sales talk is directed, cleverly, to them.

The WILKIN's Co. of Pittsburgh also uses an amateur hour. In the May, 1941, issue of RS, their advertising manager wrote: "Like the majority of jewelers, we had thought that ours was a product to be advertised seasonally. The success of this program has kept us consistently on WJAS since 1935.

Now if you can sell pianos and jewelry with an approach to the kids, you can move anything!

Getting right down to facts, the first thing to consider in reaching this audience is the "time." Listenable hours for this group are restricted. Most recommended are the hours between four and six P.M. and on Sunday afternoon. Early Saturday morning shows have had great success, too.

Next, what to use.

Broadly speaking, the *Kid Amateur Hour* is almost sure-fire. The little nippers love to perform, and because each kid who appears on the program will advertise the fact to every friend and relative, an audience is quickly accrued.

Next, there is the *Quiz Type*. Most of the guests lack the inhibitions of their elders. Their pert, frank answers are a joy. Further, as a by-product, PTA organizations and teacher groups heartily endorse this type of program. It's valuable support.

Then there is the *Story Teller*. I believe that anyone who has ever had a child in the home knows how much he enjoys having a story told or read to him. He'll give it his undivided attention. The benefit of this type of show is that the talent cost is always low.

These three program types are suggested as adaptable to the local situation. You may have to put switches on them, but fundamentally they remain the same. In addition, there are scores of excellent transcribed programs. The range is almost unbelievable. Rather than go into a detailed discussion of them here, I suggest that if you are interested, you communicate your needs with SHOWMANSHIP.

My suggestion to any sponsor who proposes to explore this market to the utmost: that he deliberately set up a "Board" of representative moppets. Let this board meet regularly to express frank opinions of the program and commercials. I sincerely believe that the advertiser who does this will be amazed at the help he will get.

I grant that this is a radical recommendation, but let us not overlook the fact that at present, the *Children's Program* is one type of radio on which local merchants are spending more money, and using more extensively, than network advertisers.

In other words, you, as a local advertiser, can custom-build a program to fit your needs. You can analyze listening habits and pick your time with adroitness. Capitalize on this by adding the final factor, actual participation of the ones whose good will you seek. It'll pay dividends!

Every Advertisement Today Is
A Toast to Victory Tomorrow

Men's WEAR in a Man's WAR

Writes Stanley G. Heyman, Vice-
President of Moore's Ltd.

IN World War I, there was a barrack's song that still brings up visions of K.P. duties and other less glamorous phases of military life. Since you'll recall it, I shall only quote the last line: "You'll never get rich, you're in the Army now."

Somehow I think that applies to all of us during World War II. We needn't expect to get rich; our only hope will be to keep our heads above water. MACY's ad in a recent New York *Times* neatly sums up Mr. John Q. Public's attitude:

"Have you an uneasy feeling that you're about to lose your shirt? Do mounting defense taxes and rising costs make you wonder how you're going to buy the things you need without living beyond your means? Don't give up the ship, brother. Everybody's in the same boat."

So it looks as though all of us are in for interesting adjustments ahead. Most will meet the situation and survive; others may die with their boots on.

I am not setting myself up as a crystal-gazer or a Roger Babson, but I shall attempt to digest what's cooking on the men's wear front under wartime conditions.

CONSUMER

An article in the *United States News* stated that 49 percent of the people engaged in civilian work will be either in defense jobs or the armed service by 1943. Specifically: there are now 44,400,-

000 in civilian industries, 5,000,000 in defense plants and 2,100,000 in the service. In 1943, the ranks of civilian workers will drop to 23,400,000. Defense employees will soar to 25,000,000, and the armed forces will total 10,000,000.

This means that a lot of consumer "white" collar workers will change to "black" collar jobs, a change-over which will bring drastic revisions in the buying habits of many customers. Fortunately for us, the change should be for the better. Note that nearly 2,000,000 unemployed get work! Good pay, too! Will these "black" collar workers have money? Here's what *Hat Life* has to say:

"Let's see what Joe Doakes spent on new cars and tires last year:

New passenger cars: \$3,500,000,000.

New tires and tubes for passenger cars: \$1,040,000,000.

That's a total of four and a half billion dollars. Add to this, the billion or so dollars he spent for careless use of gas; the half billion he spent on car accessories; the half billion he spent on new home refrigerators for the missus; the half billion he spent on new radios, and the millions of bucks that went for other gadgets requiring metals and rubber, and you get an astronomical sum that can't be spent for the same things in 1942.

"This year that money will still be in Joe's pocket unless he finds something else to spend it on. Taxes will mop up



"If I had thought you would go into the clothing business when you grew up, I would have drowned you when you were a pup," was the father's admo-

nition given to Stanley Gerson Heyman, shown above. Today that son is vice president and advertising manager of the four Moore stores in San Francisco, Oakland and Berkeley, Cal.

When his father's death called young Stanley back from his course at the Chicago Art Institute, he applied his art to trimming windows and writing ads for The Hub, the clothing store his father founded in Oklahoma City, Okla. When this business was sold, he escaped the folds of the clothing business by apprenticing himself to an advertising agency.

Copy on everything from coal to cold cream culminated in making the copy writer the advertising manager of an exclusive ready-to-wear establishment. It was only a short hop into the men's wear field. When Moore Ltd. started from scratch in 1929, puckish looking adman Heyman was charged with the responsibility of its advertising and sales promotion.

woolen clothes. So far the only obvious change is the cuff-less trouser. How drastic restrictions will be later is anybody's guess. Hats are already being offered in Triple mixtures; one-third hare's fur (from which good felt has always been made), one-third casein and one-third wool. Silk neckwear will undoubtedly be replaced by ties made of wool, nylon, rayon, spun glass, or other ersatz. And they'll still be good looking! The new scheme of things will call for ingenuity on the part of manufacturers, and that's where the Yankee shines! Wool and other shortages won't faze us. We'll not only take the so-called "manipulated" fabrics and like them; we'll actually enjoy the substitutes before this war is over!

ADVERTISING

So you're going to cut your budget, eh? Well, let *this* be a lesson to you. It's by Raymond Moley, editor of *News Week*: "During the last war, 17 businesses decided to discontinue advertising for the duration. Of these major companies, six sold out or were absorbed by competitors. One went out of business. One went into receivership. One was deflated 97 percent in terms of personnel. One lost 81 percent of its sales volume. Four lost their leadership in their fields. One was operated by the banks for five years. Two found that competitors had grown at their expense." Their bleak story is now so well known throughout the business world that it is unlikely to be reinforced by any more volunteers.

A brochure recently released by LORD & THOMAS' London office sums up the advertising picture:

"Woven deep into the ways of democracy is advertising: a bridge between the freedom of people to buy and the freedom of people to sell.

"No Nazi bombing has been able to destroy that bridge in Britain.

"Every advertisement appearing there today is a flag of defiance; is direct testimony to someone's faith in the future; is someone's toast to victory."

a part of this loose dough. Another part of it will, we hope, go for War Bonds. But even after this is deducted, there still will remain a larger sum of potential spending money than the country has ever known, awaiting our proof to the consumer that we have something worth spending for."

MERCHANDISE

You've read about the Victory suit and what W.P.B. restrictions are doing to



AIRING THE NEW

New radio programs worth reading about. No result figures as yet.

Children's Wear

RUTH'S BIRTHDAY PROGRAM

*Round and round the little ball goes
And where it stops, nobody knows.*

Borrowing the wheel from roulette and bingo, WCBI, Columbus, Miss., has given it a birthday twist with a show called *Ruth's Birthday Program*, for RUTH's, a complete ladies' and children's ready-to-wear store.

First wheel is numbered through 31. Spinning of that determines the day of the month. Second wheel with numbers one through 12 is spun to determine the month of the year. First person to establish birthday claim for the month and date determined by the wheels, and who provides reasonable proof of the legitimacy of her claim, gets a gift from RUTH's.

Program is interspersed with a musical theme and commercial copy. Special promotion includes display cards and pictures in RUTH's, plus local news stories and newspaper ads. Tie-ups with the sponsor's regular news ad also plug the five-minute show.

AIR FAX: Birthday wheel is spun by emcee Charlie Holt.

First Broadcast: February, 1942.

Broadcast Schedule: Tuesday and Thursday, 7:00-7:05 P.M.; Sunday, 8:45-8:50 A.M.

Preceded By: Sunday, Local Transcribed Program.

Followed By: Sunday, Music.

Sponsor: Ruth's, ladies' and children's ready-to-wear.

Station: WCBI, Columbus, Miss.

Power: 250 watts.

Population: 15,467.

COMMENT: Legion are the variants on the contest format. Here is one which is inexpensive to produce, is almost certain

to build up a large following. Staggered schedule enables sponsor to widen the circle of his listening public.

Department Stores

JOHNNY JUMP UP CLUB Ample radio entertainment for ten-year-olds who have graduated into the blood-and-thunder stage is provided through such thrillers as *Jack Armstrong* and *The Lone Ranger*. For the small fry, still in the fairy tale age, the field is more limited.

Designed as an institutional feature, *Johnny Jump Up* is the H. C. CAPWELL Co.'s contribution to Oakland, Cal., homes. While Oakland's largest department store has sponsored the KROW show for nearly eight years, *Johnny Jump Up* has never been used for merchandising purposes. Proof that CAPWELL's consider *Johnny Jump Up* a good investment: when *Capwell Hi-Lites*, a strictly merchandising program was started this April over KROW, not dropped was this children's good will builder.

Slightly adventurous in nature, the stories are purely in the realm of fantasy. Definite restrictions for the program's format: no killing, no guns, no murder, no horror of any kind. Only weapon ever referred to was a bow and arrow used for defense purposes against a wild animal. *Result:* show has the endorsement of Parent-Teachers' organizations, women's clubs and school officials.

Feature of the program is the *Johnny Jump Up Birthday Book* from which greetings are read each day. Children send in their names and addresses to CAPWELL's, are inducted into the club by the ritual of having *Johnny* read their names. Currently registered: 10,000 moppets. Registered during *Johnny's* eight years on the air: 80,000!

That patriotism begins in the cradle is indicated by the fact that youngsters are now being kept U. S. conscious by the solicitation of poems and lyrics about U. S. War Stamps. Read over the air are these literary efforts. Patri-tots are also behind a *Victory Garden* drive. For those who want to plant their own gardens, CAPWELL's nursery department provides free seeds on request.

AIR FAX: Always a member of Capwell's advertising department is *Johnny Jump Up*. Current *Johnny* is Douglas Cross who works in the KROW studios without an audience.

First Broadcast: 1934.

Broadcast Schedule: Monday through Friday, 5:00-5:15 P.M.

Preceded By: Music.

Followed By: Jack Armstrong.

Sponsor: H. C. Capwell Co.

Station: KROW, Oakland, Cal.

Power: 5,000 watts.

Population: 432,898.

COMMENT: Usually radio clubs for kids are clubs in name only. Kids join up willingly, but they never get anything to do. Not so with CAPWELL's *Johnny Jump Up*. War effort has made this club even more effective than ever before.

Department Store

LET'S GO PLACES Battle cry for radio special events men is "*Let's Go Places*." Not only going places, but also doing things for ROSENBLUM's, INC., Cleveland, O., is WCLE's Carl Mark. Radio visits direct from the scene of interesting places and things in Greater Cleveland has led special eventer Mark to broadcast from a vat in the WALDORF brewery, and the dark room of a large commercial photographic studio. At the Noss PRETZEL Co., he interviewed a pretzel

bender, bent one himself. An interview with on-the-job WEST END laundry workers turned up one who had recently found a cat in a laundry bag.

Broadcast five times weekly, the show presents a photographic picture of a big city in action. Transcriptions of these interviews in factories, shops and homes are broadcast on succeeding days. At each point, from 30 to 60 minutes of "cutting" is done, and only the best portions are aired.

Special promotion: cards featuring the WCLE mobile studio and portable transcription unit are sent to employees in featured industries. Posters are also placed in the companies' shops or offices.

AIR FAX: **First Broadcast:** March, 1942.

Broadcast Schedule: Monday through Friday, 12:15-12:30 P.M.

Preceded By: Boake Carter.

Followed By: Music.

Sponsor: Rosenblum's, Inc. (Department Store).

Station: WCLE, Cleveland, O.

Power: 500 watts.

Population: 1,111,499.

Agency: Leroy Lustig.

COMMENT: More and more department stores are turning to radio to aid them in building good will among the employees of various industries. Here's an



idea that gets the store in the front door!

Home Furnishings

LET'S TAKE A LOOK IN YOUR MIRROR

Perhaps the most effective of all feminine appeals is the desire for beauty and charm. *Madame* may be interested in the latest cake recipe, and tips on how to bring up Junior, but "Charm is a woman's business." Telling each woman how to discover her own type of charm is Stella Unger in this five-minute transcribed feature heard over WIBX, Utica, N. Y., for the E. TUDOR WILLIAMS Co., furniture dealers.

During 1941, 100 advertisers sponsored charm-expert Unger's *Hollywood Headliners*. Now on the market is this new show which tells listeners how to find the key to their individual personalities, and how to attain self-confidence, poise and happiness.

Special promotion: window and store cards with Stella Unger's picture plug the show. Adman Ray Brown, advertising manager for the E. TUDOR WILLIAMS Co., is also using mats in connection with newspaper advertising.

AIR FAX: With 156 five-minute programs available, the series can be broadcast from three to six times weekly.

First Broadcast: March 10, 1942.

Broadcast Schedule: Tuesday, Wednesday, Friday, 2:10-2:15 P.M.

Preceded By: Joyce Jordan.

Sponsor: E. Tudor Williams Co.

Station: WIBX, Utica, N. Y.

Power: 250 watts.

Population: 114,412.

Transcription Co.: NBC Radio-Recording Division.

COMMENT: Five-minute features of this kind with a sales-tested personality behind them are excellent bets for sponsors whose products appeal primarily to women. Show may be used alone, or as a part of a longer program. Subject matter of this show is one which appeals to teen-age girls as well as to matrons.

Schools

HIGH SCHOOL REPORTER OF THE AIR

News consists of items of interest about the world in which one lives. Living in a world of their own are high school students. Catering to the student's inter-

est in his own orbit is the WATERTOWN SCHOOL OF COMMERCE, whose *High School Reporter of the Air* is heard weekly over WWNY, Watertown, N. Y.

Program is beamed at high school seniors interested in entering the business world. A radio news correspondent from each of 15 schools in northern New York state sends in school news.

Each week a different school edits the copy and presents the news as a part of the broadcast. Along with the news commentator from that school come school personalities and faculty members to take over a large portion of the program.

On each program: a living testimonial is presented to illustrate the value of WATERTOWN SCHOOL OF COMMERCE courses. School graduates now employed in important positions come to the mike for interviews.

Writes Roy W. Parker, principal of WATERTOWN SCHOOL OF COMMERCE: "It is rather difficult to select advertising mediums for a business school as the potential possibilities constitute such a small percentage of those who are exposed through most advertising media.

"The idea of having the students from the different high schools participate was to create interest among that group of students who do constitute our potential prospects."

AIR FAX: High school students run their own specialized program. Show also acquaints parents with news and views of high school youth.

First Broadcast: October 25, 1941.

Broadcast Schedule: Saturday, 12:15-12:30 P.M. (EST).

Preceded By: Fascinating Rhythms.

Followed By: News.

Sponsor: Watertown School of Commerce.

Station: WWNY, Watertown, N. Y.

Power: 500 watts.

Population: 32,205.

COMMENT: Commercial schools are faced with the problem of producing a radio offering which will appeal to the largest possible number of potential students. On this unusual program idea, sponsor hits the nail on the head, contacts high school students, who constitute its best prospects. The correspondents who send in material are perfect promoters of the program in each high school.



SHOWMANSHIP IN ACTION

Promotions and merchandising stunts that will lift a program out of the ordinary.

Department Stores

CAMERA CLUB OF THE AIR Look pleasant please and smile at the birdie. SEARS' *Camera Club of the Air* is on the air! Listeners bitten by the photography bug become members by addressing a postcard to the KFPY program. Some 200 Spokane, Wash., enthusiasts have enrolled to date.

Without cost or obligation, snapshot members receive pamphlets on latest photographic advancements, and information about various snapshot contests. To Glenn Waugh, advertising manager of the Spokane SEARS' RETAIL STORE, the club performs an additional service; membership provides the store with a valuable mailing list.

AIR FAX: The program is built on two distinct formats. The first, a fifteen-minute script show, features the newest methods in photography, latest camera improvements, and the new advancements in dark room technique and equipment. Also highlighted are ideas for choice of subject matter, tips on how to achieve good composition, and answers to listeners' inquiries about their own photographic problems.

The second type of program, heard on alternate weeks, plays up an interview with an experienced photographer who specializes in one particular field of photography, either as an occupation or a hobby. Experts in portrait, home movie, aerial survey, police identification, and news photography work do their turn before the mike. Dark room processing specialists, professional motion picture projectionists and amateurs whose work is outstanding also appear on the program.

First Broadcast: April 4, 1941.

Broadcast Schedule: Friday, 10:25-10:40 P.M.

Preceded By: News.

Followed By: CBS Sustaining Orchestra.

Sponsor: Sears, Roebuck & Co.

Station: KFPY, Spokane, Wash.

Power: 5,000 watts.

COMMENT: There's more than one way to skin a cat, and there's more than one way to eliminate

waste coverage for sponsors whose volume depends upon reaching a particular market. By aiming its show at a special-interest group, SEARS' may have fewer total listeners but it does have more buyers per listener. The club angle provides its sponsor with an invaluable mailing list.

Jewelers

MISS WINNIE'S JOLLY JUVENILES

Manufacturers about to launch a new product frequently conduct extensive research in the realm of effective brand labels. Purpose: to find a name that will "click" with the public. When credit jewelers HOME CIRCLE STORE, Plattsburg, N. Y., wanted to name its weekly amateur kid show heard over WMFF, it went to its listening audience for a name.

Juvenile singers and musicians emceed by Winnie O'Mara strut their stuff for the half-hour Saturday show. To the listener who bobbed up with *Miss Winnie's Jolly Juveniles* went war stamps as the prize for her brain-child. When HOME CIRCLE promoted a contest for Plattsburg's best-liked moppet, prize was a wrist watch. Mail response for such contests averages about 250 weekly letters. Sponsor reported noticeable sales increases soon after start of series.

AIR FAX: Program is a variety show with group singing, solos, recitations, instrumental music, playlets and tap dancing.

First Broadcast: September 27, 1941.

Broadcast Schedule: Saturday, 11:00-11:30 A.M.

Preceded By: To the Women.

Followed By: Little Blue Playhouse.

Sponsor: Home Circle, credit jewelers.

Station: WMFF, Plattsburg, N. Y.

Power: 250 watts.

Population: 13,349.

COMMENT: While premiums of almost any kind are excellent audience builders for children's shows, giveaways which tie-in with the sponsor's own products are particularly valuable as sales builders. Showmanship involved in the *name-the-show* contest also helped create widespread listener interest in sponsor's radio offering here.



Merchants' Association

BR'ER FOX CLUB When the ten-year-old *Br'er Fox Club's* weekly meeting convenes over KFH for 12 Wichita, Ka., merchants, members settle down to a schedule of movies, stage acts and community singing. Pipe organ music starts the wheels rolling, community singing means full speed ahead. With the steam up, the 5,000 proud owners of continuous memberships in the club tout the virtues of sponsor's products through the medium of "singing commercials" used in connection with screen slides.

At the end of each 26-week period, members participate in a contest with merchandise awards ranging in value from 25 cents to 75 dollars. Loyal members of the *Br'er Fox Club* save sales slips, bottle caps, box tops, each entitling their holders to 10 votes for each five cents spent with a sponsor. As a nest-egg, a program card issued weekly is good for 1,000 votes. To those with the greatest number of votes to their credit, go bicycles, tennis rackets, footballs, bows-and-arrows, other prized items. *When the ghost last walked:* boy winner turned in a total of 25,470,196 votes, or the equivalent of \$127,350; next in line was a lad with 23,906,172 votes to his credit. Converted into coin of the realm, his votes represented sales worth \$118,530. Top winners for the lassies turned in 9,487,645 and 4,200,706 votes, respectively. Premium ante usually begins at 500,000 votes.

Club members are admitted free on their birthdays, can also bring a friend on that occasion. At all other times, members get into the meeting (show) for five cent weekly dues (admission). To each one goes a free nickel treat of a candy bar, ice cream, or soft beverage. All of the 5,000 members carry membership cards.

Sponsors receive daily screen advertising at the UPTOWN THEATRE, and liberal air mention during the KFH Saturday club meetings. Winter and summer, long lines of youngsters wait to get into the afternoon club meetings, and pandemonium breaks loose when a thousand young throats begin to warble the sing-

ing commercials. Sponsored by 12 large Wichita concerns, the show was conceived and built ten years ago by E. Fred Scraper, KFH's local advertising manager. Eight of the twelve sponsors now on the air got in the buggy ten years ago when *Br'er Fox Club* was a cub in the radio world.

AIR FAX: Special movies, pictures, shorts, stage entertainers and novelties of various kinds under the emceeing of three KFH staff men, Vernon Reed, Larry Stanley and Eddy McKean make up the format of this show. Show's listening audience rating is the highest rating achieved by any air show in the Southwest area at its time of day.

First Broadcast: 1932.

Broadcast Schedule: Saturday, 2:00-2:15 P.M.

Preceded By: Ark Valley Boys.

Sponsors: Rushton Baking Co., Kansas Milling Co., Rorabaugh-Buck, Southwest Cracker Co., Wichita-Ponca Tent & Awning Co., Phillips 66, Steffen's, Busch Shoe Co., Arnholz Coffee Co., City Laundry & Dry Cleaners, Conway Springs Bottling Co., Wichita Federal Savings & Loan Ass'n.

Station: KFH, Wichita, Ka.

Power: 5,000 watts.

Population: 175,000.

COMMENT: Kiddies organizations are a splendid medium for a sponsor's advertising dollar. The merchant with an "in" with today's young customer is already established with tomorrow's adult buyer. To promote such a show, to build it, to develop all its possibilities takes a great deal of time on the part of the man behind the gun, the fellow who jigsaws the pieces together. But it pays big dividends. It is advertising plus! (For pic, see *Showmanscoops*, p. 208.)

Paints

HISTORY IN THE MAKING Because news events of today are *History in the Making*, progressive educators have evolved numerous devices to interest their youthful charges in current happenings. When the WHK, Cleveland, O., news review of the week went on the air for the NEW UNITED CORPORATION, wall paper and paint retailers, it was transcribed and rebroadcast by the Cleveland Board of Education F. M. Station WBOE to all public schools. While transcriptions were discontinued after a year, copies of the scripts of all broadcasts are now available in every branch of the Cleveland Public Library. Copies are also available in all libraries of the United States armed forces main-

tained by the U.S.O. throughout the country.

Several hundred of the scripts are mailed each week to persons requesting them. At year's end, bound copies covering the 52-week period are made available at cost.

AIR FAX: This institutional program is scripted by WHK-WCLE newsman Ray McCoy. Announcer Bob Carter is a petty officer in the Naval Recruiting Service, continues his work at the request of the sponsor and by special permission of the Navy Department.

First Broadcast: December, 1939.

Broadcast Schedule: Sunday, 11:00-11:15 P.M.

Preceded By: Good Will Hour.

Followed By: Dance Music.

Sponsor: New United Corporation.

Station: WHK, Cleveland, O.

Power: 5,000 watts.

Population: 1,111,449.

COMMENT: That all shows of interest to children need not be amateur hours, story-tellers, other programs of that ilk, is indicated by the interest educators expressed in this radio offering. Certainly, studies conducted under the direction of Dr. Frank N. Stanton, CBS director of research, and Dr. Paul F. Lazarsfeld, Columbia University, director of the office of radio research, reveal that children make up a sizeable portion of the news listening public. Also revealed in *Radio Research 1941*: that the younger generation's news knowledge comes mainly from radio.

Shoes

TICK-TOCK STORY TIME For tiny tots who jampack the NISSEN SHOE Co.'s Green Room when *Tick-Tock Story Time* goes on the air over KTOK, there are balloons, whistles, other novelties dear to the juvenile heart. Biggest treat of all is to sit around the piano with *Tick-Tock* story teller Anne Page while she spins yarns which she herself has authored. For stay-at-homes anxious to visualize the quarter-hour of fun there are photographs of story-spieler Anne and her diminutive *Tick-Tockers* available upon request. Pictures are autographed by Anne, mailed with a letter on NISSEN letterhead which Anne herself signs.

While the show is beamed at school-age children, *Tick-Tock Story Time* also pulls a large adult audience. Mail response also indicates a large proportion of adult listeners. To create additional interest in the show, pupils from two or three public schools in Oklahoma City, Okla., designated as *honor schools of the week* are invited to appear at the broadcast as special guests. Highly pleased with results is the NISSEN SHOE Co. Comments store manager Wm. E. Holston: "We see increasingly large possibilities for the program in the NISSEN merchandising plans."

AIR FAX: **First Broadcast:** September, 1940.

Broadcast Schedule: Saturday, 9:15-9:30 A.M.

Preceded By: Morning Varieties.

Followed By: Four Polka Dots.

Sponsor: Nissen Shoe Co.

Station: KTOK, Oklahoma City, Okla.

Power: 250 watts.

Population: 202,662.



COMMENT: Remote broadcast originating from sponsor's place of business pay out good dividends in the terms of additional store traffic. Certainly, remotes

help identify in a very concrete way the sponsors radio offering with his product.

Programs slanted at the wee ones is a field that might well be more fully developed by advertisers. For additional proof that such story-hours are lucrative for sponsors, see *Sales from Bedtime Tales*, p. 382, in the December, 1941, issue of RADIO SHOWMANSHIP.

Recently collected, timed and otherwise prepared for broadcasting is *Once Upon a Time*, authored by Katherine Williams Watson, and published by the H. W. WILSON Co. Told are holiday stories, and tales about animals, ballads, fairies, history and legends from all over the world. Ideal "fillers" to round out a short program are letters (found in a second section of the book) from famous authors and illustrators to children. Stories were originally heard over KOA by Denver, Col., moppets. (For pic, see *Showmanscoops*, p. 209).

SAMPLE SCRIPT AVAILABLE.



SHOWMANSCOOPS

RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote listener interest in their radio programs.



Children Today

● *Left . . .* For eight years Johnny Jump Up has read greetings from his big *Birthday Book* for the H. C. CAPWELL CO. over KROW, Oakland, Cal. (For story, see *Airing the New*, p. 202.)

● *Below . . .* Loyal members of KFJH's *Br'er Fox Club* save slips, bottle caps, and box tops. Each five cents spent entitles holders to 10 votes. To those with the greatest number of votes go bicycles, tennis rackets, footballs, etc. (For story, see *Showmanship in Action*, p. 206.)





BUYERS Tomorrow

● *Above . . .* A special Saturday afternoon series on KSD, St. Louis, Mo., is the sixth annual *Spelling Bee*. Spelling Master Frank Eschen, KSD's program director, and Judges Hugh Lewis and Sterling Harkins look on as a contestant struggles with the word "autochthonous." Teams from 15 city and county schools will appear on this hour-long show during its eight weeks' schedule.



● *Center . . .* Kids crowd around Uncle Don at his annual Christmas party at the WOR studios. *Uncle Don's Children's Party*, now in its seventh year, is a half-hour show heard seven days a week. Sponsorship is participating.

● *Below . . .* Youngsters crowd around story teller Anne Page when *Tick-Tock Story Time* goes out over the KTOK airwaves for the NISSEN SHOE CO., Oklahoma City. (For story, see *Showmanship in Action*, p. 207.)





PROOF O' THE PUDDING

Results based on sales, mails, surveys, long runs and the growth of the business itself.

Newspapers

JOLLY JOE Almost universal is the childhood desire for a dog. Mother may have to feed the pup, father may have to let it out at night, but Junior wants his four-legged pal. **SUN** stock rose with Chicago's younger generation when the newspaper offered to give away two pedigreed Cocker spaniel puppies every day. Youngsters have to name the puppy, give their reasons for selecting that particular name. For the two best names and reasons: a dog apiece. *Hook:* each entry must come in on a coupon clipped from the Chicago **SUN**.

First week's mail drew approximately 5,000 entries. *Jolly Joe* is still in there pitching, hopes to go into six figures. *Reason:* when *Jolly Joe* was sponsored by a cereal account, his daily show pulled more than 100,000 letters, each including proof-of-purchase.

AIR FAX: Mother's helper is *Jolly Joe*. While *Jolly Joe* reads the comics from the daily and Sunday **Sun**, sings, and plays the piano, he also stages numerous campaigns helpful to parents. *Example:* "Don't forget to help mother week." For the past five years *Jolly Joe* has emceed a 7:45-8:00 A.M. riser, although in its present format, show is almost as new as the Chicago **Sun** itself.

First Broadcast: April 6, 1942.

Broadcast Schedule: Monday thru Saturday, 7:45-8:00 A.M.; Sunday, 8:30-9:00 A.M.

Preceded By: Monday thru Saturday, *Mac & Bob*; Sunday, *Everybody's Hour*.

Followed By: Monday thru Saturday, *WLS Rangers*; Sunday, *Musical Millwheel*.

Sponsor: Chicago **Sun**.

Station: WLS, Chicago, Ill.

Power: 50,000 watts.

Population: 3,440,420.

Agency: Wade Advertising Agency.

COMMENT: While most kid shows are beamed at late afternoon listening, spon-

sors need not ignore the pre-school hours. Certainly the early morning show meets with less competition for juvenile attention than those spotted before dinner-time.

Dairies

BOTTLE CAP AUCTION When baseballs, air rifles, baseball mitts, flashlights, roller skates and bicycles were knocked down to the highest bidder in the WMT weekly auction for the **CARNATION DAIRY Co.**, no money changed hands. Boys and girls paid off their bids in **CARNATION** bottle caps. Grand prize at the end of the six weeks broadcast period: a completely equipped bicycle. Two-wheeler went for 9,800 **CARNATION** bottle caps. Number of bottle caps received during the six weeks period: 45,000!

Merchandising tie-in: special values put on certain types of **CARNATION** bottle caps. *Example:* one **CHOCOLATE DRINK** bottle cap counted as five regular bottle caps.

Special promotion included handbills distributed by **CARNATION** routemen to every house in Waterloo, Ia. Posters were put up in all retail stores distributing **CARNATION** milk. Also used were newspaper advertisements, and movie trailers in the **IOWA THEATRE**.

AIR FAX: For a ten cent admission charge, youngsters saw the movie being shown that week at the Iowa Theatre, and had a chance to participate in the *Bottle Cap Auction*. Show was adlibbed.

Broadcast Schedule: Saturday, 2:30-2:45 P.M.

Sponsor: Carnation Dairy Co.

Station: WMT, Waterloo, Ia.

Power: 5,000 watts.

Population: 54,300.

COMMENT: Bottle caps, other proof-of-purchase evidence, have long been a standby in enlisting the support of the juvenile market. Worthwhile prizes and the element of chance made this show an excellent medium for creating a tremendous amount of interest. An auction like this builds up interest from week to week.

Grocery Products

THIS IS AMERICA Dear to the hearts of American school boys is the bravery and daring of the Green Mountain Boys. Equally thrilling is the siege of Fort Ticonderoga led by fearless leader Ethan Allen.

With history in the making, today those episodes in American history take on even added significance. If the **HERSHEL CALIFORNIA FRUIT PRODUCTS CO.**, San Jose, Cal., needed any proof of that fact, response to its giveaway offer used in connection with *This is America* symbolized a mighty affirmative.

Offered was a simulated parchment facsimile of the *Declaration of Independence*. Response to this proof-of-purchase offer requiring three labels of its products and 25 cents in coin: 1,400 requests. Dealer cash registers had clinked 4,200 times in the interest of **CONTADINA TOMATO PASTE** and **CONTADINA PEELED TOMATOES**.

Transcriptions were played for the history classes of the Junior High Schools and the higher grade schools of Philadelphia.

AIR FAX: Program is a fifteen-minute educational transcription dramatizing incidents and personages in American history. Through such names as Paul Revere, John Hancock, Ethan Allen and Betsy Ross, the true meaning of American freedom is brought home to children and adults.

Sponsors who have successfully used the show include department stores, public utilities, life insurance companies, banks, brewers, dairies and bakeries.

Merchandising tie-ins: lapel buttons, windshield stickers, store danglers, display cards, and window streamers. All feature the *Red, White and Blue*, the *Statue of Liberty* and the *Stars and Stripes*.

Availabilities: 26 15-minute programs.

Broadcast Schedule: Tuesday and Friday, 7:15-7:30 P.M.

Preceded By: News.

Followed By: Music.

Sponsor: Hershel California Fruit Products Co., San Jose, Cal.

Station: WPEN, Philadelphia, Pa.

Power: 5,000 watts.

Population: 2,081,602.

Transcription Co.: Frederic W. Ziv.

Agency: Aaron & Brown.

COMMENT: Historical program ideas are the perfect answer to the sponsor looking for interesting entertainment for children which also meets with parental and teacher approval.

FOR KIDDIES

Recommended for children because they were especially designed for children are the following tested live and transcribed shows which have been reviewed in previous issues of RADIO SHOWMANSHIP.

ADVENTURES OF PINOCCHIO, Sept., '40, p. 11.

OH, TEACHER!, Sept., '40, p. 14.

YOUTH SPEAKS, Sept., '40, p. 24.

WHOA BILL CLUB, Sept., '40, p. 31.

KID SHOW: HANDLE WITH CARE, Nov., '40, p. 92.

ADVENTURES IN CHRISTMAS TREE GROVE, Nov., '40, p. 98.

YOUNG AMERICAN'S CLUB, Nov., '40, p. 110.

SCHOLASTIC SPORTS, Nov., '40, p. 113.

THE LONE RANGER, Dec., '40, p. 129.

JUNIOR TOWN, Dec., '40, p. 136.

JUNIOR ROUND TABLE, Dec., '40, p. 146.

KIDDIES CLUB, Jan., '41, p. 27.

MICKEY MOUSE CLUB, Jan., '41, p. 32.

JUNIOR SHOWBOAT, Feb., '41, p. 15.

MICKEY MOUSE CLUB, Feb., '41, p. 70.

STREAMLINED FAIRY TALES, Mar.-Apr., '41, p. 90.

KID WIZARDS, Mar.-Apr., '41, p. 103.

WILKENS AMATEUR HOUR, May, '41, p. 132.

SONNY TABOR, May, '41, p. 140.

VARIETY IS THE SPICE OF SALES, July, '41, p. 202.

KIDDIE QUIZ, July, '41, p. 214.

YOU CAN'T FOOL THE KIDS, Aug., '41, p. 246.

DAWSON'S SPELLING BEE, Sept., '41, p. 286.

SPORTS MONTAGE, Sept., '41, p. 290.

SPELL IT AND WIN, Sept., '41, p. 291.

MUSIC SALES THROUGH THE AIR, Oct., '41, p. 306.

BILLIE THE BROWNIE, Oct., '41, p. 314.

KERRY DRAKE OF THE SIGNAL CORPS, Oct., '41, p. 317.

THE CINNAMON BEAR, Oct., '41, p. 319.

RED GOOSE CLUB, Nov., '41, p. 360.

MONEY FOR YOU, Nov., '41, p. 361.

SALES FROM BEDTIME TALES, Dec., '41, p. 382.

UNCLE BOB'S BIBLE STORIES, Dec., '41, p. 393.

YOUNG AMERICA SINGS, Dec., '41, p. 395.

JUNGE AMATEUR HOUR, Jan., '42, p. 31.

CURRENT EVENTS QUIZ, Mar., '42, p. 101.

SHOWMAN VIEWS

News and views of current script and transcribed releases backed with showmantips. All are available for local sponsorship.



Adventure

ADVENTURES WITH ADMIRAL BYRD When Admiral Richard E. Byrd put his experiences in the frozen Antarctic to paper, that book became a best seller. Readers thrilled to his six months vigil in a tiny shack at Advance Base Weather Station, 123 miles from Little America. That what is thrilling on paper becomes even more dynamic when heard is indicated by the tremendous radio listening audience created on the occasions of broadcasts by America's No. 1 explorer.

Now available are 26 programs which Admiral Byrd himself introduces. In each one he delivers a personal message. Each quarter-hour highlights adventures actually encountered on his various expeditions. Thrilling and moving: *Rough Landing at Spitzbergen; Trapped.*

AIR FAX: While 26 in the series are now complete, more are in production. First to get on the band-

Radio Essential...

"I expect to be called to the Army shortly, and am making arrangements for my subscription to be continued. I do not want to miss any issues of **SHOWMANSHIP**, as I consider it an essential part of Radio."

HERBERT RESNICK
RADIO STATION KBUR
BURLINGTON, IA.

wagon: Sears, Roebuck & Co., Norfolk, Va. Show is heard weekly over WTAR.

Merchandising: Contests offering live Eskimo dogs can be developed. Low-cost miniature penguins with the Admiral Byrd autograph across the body are available. Pictures of Admiral Byrd, mats for newspaper copy, posters and traffic-building promotional material are available. *Good bet:* tie-ins with schools for educational purposes. *Hook for furriers* Zlotnick, Washington, D. C., and *Max Azen*, Pittsburgh, Pa.: furs used on various Byrd expeditions for window displays.

Transcription Co.: H. S. Goodman.

COMMENT: A radio program is judged by the size of its audience and the enthusiasm with which it is received. It will sell merchandise in the measure that the sponsor can translate that enthusiasm into action. High is the action-building potential of this show.

Juvenile

ANN OF THE AIRLANES *Cast of characters:* Ann Burton, a girl whose chief ambition is to become an air hostess, is employed by Doctor Tyler in his sanitarium. When she gets on Jack Baker's plane at Detroit, a series of adventures start. *The scene:* action takes place between the United States, South America and Africa. *The plot:* through the story is woven a plot about smuggling uncut diamonds into the United States from Africa. The smugglers exposed, Ann is given a course in flying as her reward. *Main juvenile lead:* Jack Baker's kid brother, Bobby, who is possessed with a yearning to fly. *Musical background:* musical theme and all mood music is originally composed, subject to no fees or licenses.

Listener appeal: On a test run over WDAF, Kansas City, Mo., show was third in popularity of all programs broadcast between 12:00 noon and 6:00 P.M. the first week it was on the air. Three weeks later it rated first place, held that position throughout its run. Because there is nothing abnormal about

the series and youngsters are left in a healthy frame of mind, show has earned the approval of Parent-Teachers, civic bodies, similiar organizations.

AIR FAX: *Merchandising tie-ins:* Information on such merchandising tie-ins as airplanes, wings pins, maps, etc., are given out to a specific sponsor.

Commercials: 1½-minute musical theme at beginning and close of each episode is faded down for commercials.

Transcription Co.: Russell C. Comer.

COMMENT: Story is fast moving, definitely timely, since interest in aviation is now at a new high. Reaction of one moppet on hearing a single episode: "Got any more?" In its favor is the fact that while children thrill to the series, their parents also give it the nod of approval.

Musical

SONGS OF CHEER AND COMFORT Records were broken when Dick Maxwell was sponsored by a single local advertiser. *Chalked up to his credit:* 100,000 letters in a four-year span. Survey of radio popularity conducted in 40 key cities by the New York DAILY NEWS indicated that such popularity was deserved. When results were tallied, songster Maxwell came up one of the 15 most favored radio stars. *Feather in his cap:* he was the only daytime radio artist on the list. *Other knotches in the Maxwell belt:* a one-time offer of an original Maxwell poem brought 2,603 requests; when PACQUINS HAND CREAM offered a ten cent sample, over 3,000 dimes came in. Program outpulled another program by the same sponsor by the score of nine to one.

Current platters feature gospel songs, favorite tunes, and a home-spun yarn told by story-teller Maxwell. Organist for the new transcribed series is Bill Wirges.

AIR FAX: *Promotion angles:* Good Neighbor Clubs spring up like mushrooms when Good Neighbor Maxwell gives the high-sign. Organized in two years were 176 such groups.

Transcription Co.: Kasper-Gordon, Inc.

COMMENT: In times of public crises, religious interest spirals upwards. Today the nation faces its greatest crisis in its national life. With over 50,000,000 active church members in the United States, a tremendous audience for this new tran-

scribed series is indicated. Experience indicates that tellers of simple, everyday stories, singers of hymns and chin-up songs, who speak in the idiom of unpretentious people, have tremendous sales value for radio sponsors.

Sports

ONE FOR THE BOOK John D. Rockefeller put Sam Balter on the path to glory. When a Standard Oil town Board of School Trustees tried to cramp school teacher Balter's classroom expression, he panned them for intellectual narrowness and interference with free speech. The gate they gave him opened on to the road to radio fame. Today, such magazines as *Collier's*, and *Esquire* give sports commentator Balter double-page spreads. Last year *Time* magazine devoted nearly a page to the story of his sensational network success. That success rang the cash register for BAYUK PHILLIES CIGARS to the tune of \$20,000,000 per year. To his credit in three years: a yearly increase for BAYUK of \$8,000,000!

One for the Book is the gem of Balter's former coast-to-coast Mutual network program, *The Inside of Sports*. Feature of his network show was a radio column titled *Once in a Lifetime*. Highlighted in this five-minute interval were little-known stories about big shots in the world of sports. Stories told in *One for the Book* parallel sportster Balter's network show.

AIR FAX: *One for the Book* covers human-interest, exciting, tense moments in the sports realm. Yarns are timed to approximately 3 minutes, allowing nearly a minute and a half before and after each story for program identification and commercial copy.

Availabilities: Offered are 390 five-minute transcriptions.

Transcription Co.: Frederic W. Ziv, Inc.

COMMENT: Almost everyone is interested in some kind of sport. Certainly, a show of this kind should be of outstanding interest to men, women and children alike. Sam Balter has proved that this type of show sells merchandise! It sold cigars. It can also sell gasoline, beer, beverages, men's clothing, or what have you. Such transcriptions may be used as a five-minute show, or as a human-interest part of a regular musical or sports show.



JOHNNY ON THE SPOT

News, reviews and tips on spot announcements in this column.

SMILIN' DAN

A smile is worth a million scowls. For the BARNES-MANLEY LAUNDRY, Tulsa, Okla., *Smilin' Dan Your Laundry Man* is worth more than that in dollars and cents. Back in 1930, when *Smilin' Dan*, alias Dan Burton, vice president and general manager of BARNES-MANLEY, started his spot announcement campaign the company grossed less than \$600

weekly. It then used four trucks and employed 27 people.

Today, BARNES-MANLEY operates a modern plant covering a half a square block, and grosses more than \$11,000 weekly. Other vital statistics: the company operates 23 trucks and employs 279 people. Branch plants have been established in the surrounding towns of Nowata, Bartlesville, Claremore and Broken Arrow.

Formula for the success story: a personalized approach to the housewife. *Smilin' Dan*, the genial laundry man presents a terse sales message on some one special feature of the BARNES-MANLEY service. The last half of Burton's one-minute shot is taken up with a short poem or bit of philosophy.

REPETITION PAYS!

Three short years ago, complaint of Charles Feinstein, head of the GIBSON FURNITURE Co. organization, was that his spots weren't pulling. Promotion manager Rupe Werling hit upon an idea. Each announcement opened and closed with "*Gibson's, Gibson's, Gibson's, and I DO mean Gibson's.*" Kiddled by his friends, merchant Feinstein was tempted to kill the idea, later realized that people who used the phrase, whether seriously or kiddingly, were talking up his stores in Trenton, N. J., and Philadelphia, Pa. Now all GIBSON copy uses the catchline.

Story climax: no longer does Gibson's complain that its spots aren't pulling.

BUGLE CALLS

Most radio listeners can identify "Taps" when it is bugled, few fail to thrill to the call. What most listeners other than soldier boys don't know: there are 26 different bugle calls, each with its own message. For sponsors who want to tie-in their spot announcement campaigns with current interest, HARRY S. GOODMAN RADIO PRODUCTIONS has released a series of 26 one-minute spots. Each one features a different bugle call. In each case, an explanation of what the call means is given. Spots are done in *hot* rhythm with boogie-woogie music in the background. Series is suited to almost any type of business. Producer will supply the commercial tie-in.

■ ■ ADVERTISERS and RADIO STATIONS ■ ■

INCREASE your sales with these low cost dramatized transcriptions. Only \$26 for a series of 26 ½-minute recorded skits.

TAKES only 1 minute of station time . . . one-half for skit . . . balance for live commercial tie-in. Real sales producers!

YOURS EXCLUSIVELY FOR ONE YEAR

- BAKERIES
- OPTOMETRISTS
- LAUNDRIES
- DRY CLEANERS
- LOAN COMPANIES
- JEWELERS (credit)
- USED CARS
- AUTO LOANS
- FURRIERS (credit)
- FURNITURE (credit)
- MEN'S CLOTHING (credit)
- LADIES' CLOTHING (credit)

Send check with order or we can ship express C.O.D. or . . .

Write for Further Information

WALTER BIDDICK CO.

RADIO PROGRAMS DIVISION

568 Chamber of Commerce Building

Los Angeles

California



YOURS FOR THE ASKING

Address: Radio Showmanship, Showmanship Bldg., 11th at Glenwood, Minneapolis, Minn. Please enclose 10 cents in stamps for each script to cover the cost of mailing and handling.

SAMPLE SCRIPTS AVAILABLE

Automobiles—Mr. Yes and No. (Sept., '40, p. 32).
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IN NEXT MONTH'S ISSUE OF

SHOWMANSHIP, George Gettman, advertising manager of the NATIONAL BREWING CO., Baltimore, Md., presents the engrossing story of how listener interest was stepped up in a radio show whose listener appeal had supposedly reached the saturation point.

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLACE NEW YORK, N.Y.

S *howmanship*

JULY 1942

25c

IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS USED BY

Lukens Steel Co., Philadelphia, Pa. . . . Ohio Oil Co.,

Cincinnati, O. . . . National Brewing Co., Baltimore, Md.

Commercial Bank, Ashtabula, O. . . . Plus 35 Others

S P O R T S F E A T U R E S

MORE THAN A MAGAZINE . . . A SERVICE



YOUR BUSINESS AT A GLANCE

A quick index to what others in your business field accomplish through radio. Articles and services in *Radio Showmanship* are classified by businesses here.

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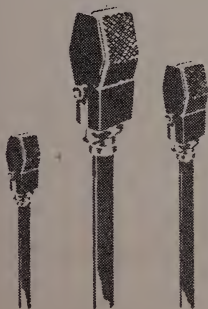
Sponsorship à la carte



You want to reach by radio every market in which you can sell, yet pay only for reaching those you want. Sponsorship of United Press news and news features enables you to gain these twin objectives.

595 stations today are served by United Press — more stations than use all other news services combined. The stations broadcasting United Press news and features reach every size and kind of buying body in every part of the country. The list of them represents a menu of markets of unmatched extent and variety from which sponsors can order à la carte—getting as much as they want, yet only what they want—with the satisfaction of having to pay for only what they get.

Sponsors can have foreknowledge, too, that sponsorship of United Press news and news features pays. We will be glad to send you case histories confirming this—and to give you the names of the stations served in markets you are interested in.



United Press

GIVE 'EM THE OLD 1-2!

Herbert L. Pettey, Director of Radio Station WHN, New York City, Writes Number 5 in a Series of Showmanship Visitorials

GIVE 'em the old one-two," a fight trainer constantly reminds a boxer. What he means, of course, is to punch and punch again, and *keep on punching, once you've found an opening.*

The "one-two" strategy also applies to selling merchandise by radio.

It's easy for an advertiser to "find an opening" with intelligent radio programming. When the listener turns on his radio of his own volition, he *invites* your program and leaves himself wide open for your sales message. But chances are you won't get very far with just one program, or with just a few spot announcements on a short-term contract. You'll probably get some results, to be sure, a few sales maybe. But experience proves that results are multiplied *in two ways* through consistent use of the medium.

In the first place, each successive program will reach new listeners whom you hadn't reached before, a new group of prospects altogether. Moreover, a certain number of listeners will like your program so well the first time they hear it that they will tune in your next one, and keep on tuning in *habitually* as long as your program continues to be attractive to them. It's easy to see how the effectiveness of your sales message on this group is amplified by repetition.



The "one-time shot" is never a fair test of radio advertising effectiveness. In fact it may be just a costly experience for the advertiser. That's why we here at WHN generally discourage would-be one-time advertisers from spending any money at all on radio advertising. But we do say, "Keep punching—give 'em the old one-two."

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MORE THRILLING THAN FICTION!

True stories of

"Flying for Freedom"

New! 26 half-hour NBC Recorded
Programs dramatizing the
ROYAL CANADIAN AIR FORCE



The "second front" of the War is *in the air!* The Battle of the Air is *news*—and here is the first truly authentic story of the fighting skill of United Nations airmen serving with the Royal Canadian Air Force. Its 26 action-packed episodes are based on case histories made available by the R. C. A. F. exclusively for this NBC Recorded Program, produced in Canada in cooperation with All-Canada Radio Facilities, Ltd.

Here are all the thrills of combat flying ... told through the lives of four lads in the R. C. A. F.—an American, a Canadian, an Englishman and an Australian—as they progress from first training to flight operations over enemy territory.

Only recently made available for sponsorship, FLYING FOR FREEDOM is already doing a job for a leading tobacco company (Canada), department store, and builders. It is still available in many markets to sponsors approved by R. C. A. F. officials.

Ask your local station to audition FLYING FOR FREEDOM—or write us direct.

NBC RADIO-RECORDING DIVISION

National Broadcasting Company

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y.

Chicago • Washington, D. C. • Hollywood

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Radio Tune Sung by Merchants
At the Annual NAB Convention

Advice For Department Stores

Ranges from High **Pro** to Low
Con in Advertising Octave

"WITH malice toward none," four seasoned department store executives took command of the rostrum at the 1942 NATIONAL ASSOCIATION OF BROADCASTERS' convention, proceeded to fill the air with a *blues song* aria that rivalled Ethel Waters at her best! *Picture the setting*: four carefully selected "outsiders" picking radio apart right in front of 400 men who make their bread and butter from selling the medium. It was an event that hasn't been surpassed in bravery since Daniel strode into the lion's den.

The lions roared rather feebly that day. Not that they lacked defense, but they lacked well-prepared defenders. Notable exception was William Gillespie, of KTUL, Tulsa, Okla. Gillespie pointed out that radio advertising can and *does* pay the department store if both seller and buyer attempt to completely understand each other's problems. He showed how Tulsa department store, BROWN, DUNKIN & Co., and others, working closely with KTUL, have found the key to profitable radio advertising. (See RADIO SHOWMANSHIP, June, '42, p. 187.)

The editors of SHOWMANSHIP believe too much time has been wasted in destructive criticism of department store air-advertising, too little time to concrete, constructive suggestions. Therefore, we offer *Advice for Department Stores* based upon the campaigns of some of America's most successful users of radio time. Let their experiences be the key that unlocks the door to profitable radio advertising for you.

Our *Advice* can be grouped under three headings: (1) *Departmentalize*; (2) *Institutionalize*; (3) *Showmanize*. The second and third topics will be discussed in next month's issue of SHOWMANSHIP.

Departmentalize your radio programs!

The average department store has thousands of items to sell. To concentrate on any one item makes advertising too costly. To touch on all or many is totally ineffective. The logical approach by the most successful users of the medium is to build *one program* around *one department*.

Advantages of programs with specific merchandising appeals are pointed out by the BROWN-THOMPSON DEPARTMENT STORE advertising manager, George J. Steiner, Hartford, Conn. "Instead of crowding a hodge-podge of different items into a single program, we use different programs to sell single departments, and it pays!"

Results from radio occur only when there is a definite plan behind the radio campaign. PIZITZ DEPARTMENT STORE, Birmingham, Ala., turned to radio to help build up piano sales. Within a year the department had grown from a small corner in the store to a separate, three-story building. (For the complete story, see RADIO SHOWMANSHIP, Jan., '42, p. 6.) Luck? Not a bit of it! By concentrating on the single objective of selling *one department* to people interested in that department, PIZITZ built sales volume.

(Continued to page 250)

Pin Patter PAYS!

Clothiers Can Cash-In on Bowling's Tremendous Popularity
Rise Writes Frank Frey, General Manager of Graff's, Inc.

BOWLING has become the extremely popular sport it is in New Orleans only in the past few years, but our interest began when the sport was in its infancy. In September of 1938, for instance, there was only one American Bowling Congress-sanctioned league in the city. Today, there are 60 with 2,000 sanctioned bowlers, not to speak of the thousands of Orleanians who rabidly follow the game. *Pin Patter* was in on those early days of bowling, when it might be said that nobody saw much in the game except GRAFF'S, INC., clothiers, WWL announcer Al Godwin, and a handful of New Orleans bowlers.

To the businessman who is concerned with sales problems, sponsorship of such a program, especially in its early days, might give rise to doubts. If a store associates itself with a sport enjoying a phenomenal popularity rise, can it cash in on that popularity?

Back in 1941, the March issue of RADIO SHOWMANSHIP carried a short story on what was then our almost brand-new show. GRAFF'S had taken on sponsorship in January. One month later we reported a 23 percent sales increase! Bowling alley proprietors showed their gratitude for our sponsorship of *Pin Patter* by dropping sales of bowling shoes and similar equipment. Instead, customers were referred to GRAFF'S, and approximately half of the bowling league members had called at the store.

The picture today is even brighter. When New Orleans bowlers talk clothes, they talk GRAFF'S. That's because GRAFF'S is their store. GRAFF'S business today is in the healthiest state it has ever been in.

Why did we select a bowling program? Mr. Graff has been in the clothing business since 1918, and while our name is an old one in the city of New Orleans, we like to do business principally with young people. And bowlers of all ages are "young" people, enthusiastic, loyal, active and up-to-the-minute. We're in bowling because the fellows (and girls) who sell clothes at GRAFF'S like to bowl, and bowling, in a large way, is responsible for our personal following. Also, GRAFF'S puts the accent on personal contact between store and customer. Those who deal with us are friends of our personnel. That's the way we like it. So bowling was a natural for us.

GRAFF'S made its name a household

Inveterate bowler and enthusiastic golfer Frank Frey hangs up a score of 150 in bowling, keeps mum on the golf card. Now the general manager of Graff's, Inc., New Orleans, La., clothiers, he has been in the clothing business since 1938. His credo for business: plenty of merchandise to show the customer.

Bespectacled, Frey, 38, takes a little kidding about his thinning hair. No clock-puncher, lunch-hour bowling often makes him late back on the job. With Graff's putting the accent on personal contact between store and customer, executive Frey carries the theory one step further, pals with his employees. Two children, 14 and five years old, boast of dad's prowess as a bowler and a golfer.

one with New Orleans bowlers by (1) sponsoring a number of employee-kegling teams, and by (2) putting *Pin Patter* with Al Godwin, WWL sportscaster, on the air. While GRAFF's people don't bowl simply for business, in one year we sponsored as many as five teams.

If good will has been an important business factor in the past, it is even more vital at the present time, and both our sponsored teams and our radio program have always been used with this purpose in mind. For example, in *Pin Patter* there are no commercials. Godwin in his banter with bowling guests or with our representative Joe Gemelli, might mention GRAFF's, but he isn't asked to do any merchandising. You don't need commercials to sell good will, but good will is a tremendously important factor in selling merchandise.

The format of the show is simple. Featured is an honor roll of local men with a better than 600 series, and of women with a better than 500 series for the week. Also highlighted are the names of local alley record holders for the week and month. General information for bowlers and interviews with kegling notables round out the quarter-hour program heard every Sunday at 12:15 P.M.

Tied-in with these broadcasts are such special events as the 1941 Southern Handicap Bowling Tournament which Godwin covered directly from Knoxville for GRAFF's, INC. This April the WWL mike was taken to the American Bowling Congress tourney in Columbus, O. Incidentally, the southern tournament was staged in New Orleans this year partly through the efforts of Godwin, WWL, and GRAFF's.

Much can be said to recommend bowling sponsorship, particularly. It appeals almost equally to men and women, and the great number of active participants create an equally active listener group. Last but not least, the great number of local names brought into each broadcast does a great deal to stimulate local appeal.

To reduce the whole thing to an almost algebraic simplicity: GRAFF's sells clothing; the people who bowl, buy clothing and they like to listen to *Pin Patter*. This adds up to the fact that we really believe that most New Orleans bowlers and their families are getting their clothes at GRAFF's. And believe you me, New Orleans bowlers are growing in number every day. That's why we say that *Pin Patter* pays!



● Al Godwin, *left*, couldn't resist playing in the recent Southern Handicap Bowling Tournament, couldn't turn down telling listeners about the tourney, neatly combined both with the aid of a breastplate mike rigged up by WWL engineers. Joe Gemelli of GRAFF'S holds the line.

● Roy Beydler, *left*, president of the New Orleans Bowling Association, presents Al Godwin, *center*, a token of appreciation from New Orleans bowlers for Al's furtherance of the tenpin game. Frank Frey, *right*, general manager of GRAFF'S, INC., clothiers, looks on.



RADIO is many things to many businessmen. To the enterprise which does not face sharp seasonal peaks, radio may be successfully used on a year-round basis. It presents a different face to the firm whose products sell more readily at one time of the year than at another. The LYON TAILORING Co., Cleveland, O., is a case in point.

Of course clothing is sold throughout the year, but spring and fall are the big seasons. Then, suits, topcoats, shirts and toppers really move. Since advertising is essential if merchandise is to move, that brings up the problem of *when* to advertise.

One school of thought stresses the necessity for banging away at the sales campaign during the peak sales period. The other group maintains that to achieve the biggest merchandising turnover the heaviest advertising campaign should be carried on during the "slump" period.

When that slack period comes during the summer months, some advertisers pause, and are frightened off by that radio bugaboo, "the summer listening slump." Now well on the way toward the ash-can is that advertising nightmare.

Summer radio time means that fall campaigns get off to a flying start. Audiences can be built up to a winter peak. Certainly consumers have just as much money to spend during the summer months as they normally have. Particularly in these times, summer radio is a good bet for advertisers.

Clothing S

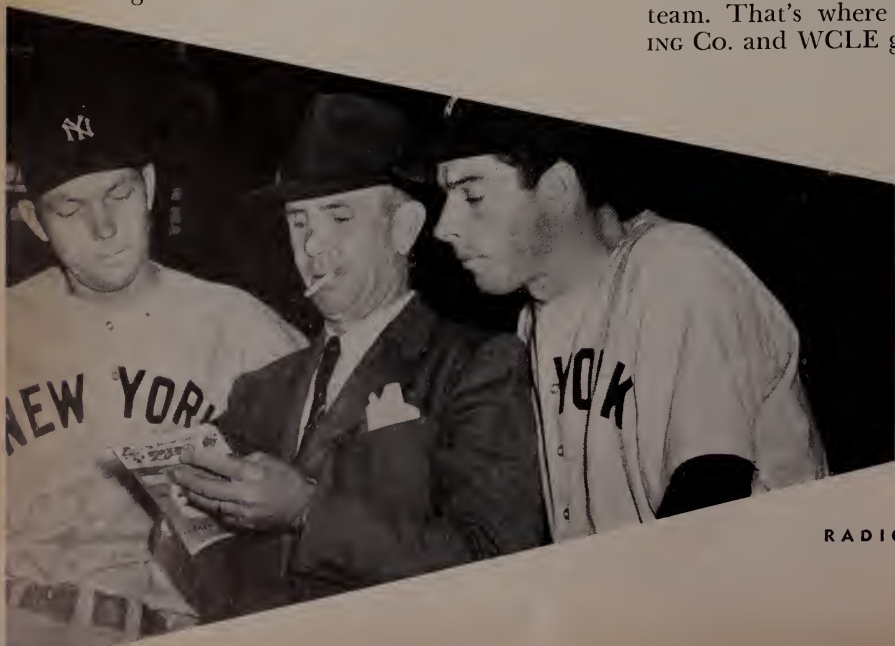
Sports Get Sales Over th

Samuel L. Abrams, Pres

New war developments keep news interest high, and radio helps disseminate this news. Add to this the fact that wages are at the highest level since 1929, and that with fewer commodities to buy, millions of diverted dollars are spent on merchandise that can still be bought, and it is obvious that there are no shadows on the summer advertising picture.

At this point, the advertiser who for one reason or another, decides to try summer radio is faced with the problem of what type of program he should use. When the LYON TAILORING Co. decided several years ago to take a whirl at summer radio, its choice was *Dugout Interviews*.

When the umpire gets out behind the pitcher's box, or even a bit before, "on" snap the switches of thousands of radio sets all over the land. Only a small percentage of the baseball fans are actually in the stands. The fans want play-by-play accounts, but before the game, they want the low-down on their favorite team. That's where the LYON TAILORING Co. and WCLE get together.



● WCLE *Dugout Interviews* conductor Jack Graney carries on a pre-game chat with Bill Dickey (left) and Joe Di Maggio of the New York Yankees for the LYON TAILORING CO.

GO TO BAT

Times of Slump Writes
the Ohio Advertising Co.

The program time is just before the actual baseball broadcast, and the conductor of the show is Jack Graney, WCLE's ace baseball broadcaster. Graney goes directly into the dugouts of the opposing teams to interview the players.

Three years ago, Ralph Nathanson, sales manager of the LYON TAILORING Co., contracted for the programs on Monday, Wednesday, Friday and Saturday. Shortly thereafter, George J. Kichler, sales manager for the MICHAEL IBOLD Co., Cincinnati, makers of OLOGY CIGARS, signed for the Tuesday and Thursday broadcasts.

How does this dual sponsorship work out? Courtesy announcements are exchanged by the sponsors. When one has the broadcast, it is mentioned that the program may be heard on other days, sponsored by the other firm.

Both sponsors carry on extensive merchandising. LYON TAILORS, operators of seven stores in Cleveland, and one in Lorain, O., give two reserved seat tickets to any Cleveland Indian home baseball game to the person submitting the best question used on each broadcast. A pass to a DRIVE-IN THEATRE is awarded to every person who submits a question answered on the program. As baseball fans go to LYON's to submit their questions for *Dugout Interviews*, store traffic is greatly increased. Impressed on the listener is the address of the store from which each question originates, as well as the location of the various stores. OLOGY gives a box of cigars, half dark tobacco'd, and half light, to every person who submits a question answered on their *Dugout Interview* programs. And it is this sort of cooperative spirit that

Headed for the Bar was Samuel Louis Abrams, shown above, when he got his sheepskin from Western Reserve University in 1933. When he graduated from



Law School and passed his Bar exams, Ohio prepared to welcome its newest barrister. But lawyer Abrams had smelled printer's ink, had won his spurs as business manager of the Reserve Yearbook and weekly paper. Instead of law-books, copy pencils and lay-out sheets got his attention, and the Ohio Advertising Agency came into being. With the increase in local advertising, its radio department grew up. Today it serves 13 advertisers on the air.

Promoting trade associations and special public events are duck's soup for adman ABRAMS. Feather in his cap: two associations he serves, recently received plaques from Billboards magazine for outstanding work in public relations.

builds a radio program and its sponsors.

While these experiences indicate what can be done with baseball, it should be pointed out that America is sports minded, and that there is a national sport enthusiasm for each of the seasons. With the football season now in the offing, sponsors with merchandise to push might well look over the field in the light of our experiences.

Today, more than ever before, it is necessary to preserve customer good will, to keep brand names alive, and to maintain channels and trade contacts for future needs of industry. All to the good is merchandise advertising which is as helpfully informative as possible. Certainly, American industries have discovered that advertising has uses in addition to direct selling of individual products.



How to sell the recalcitrant male has been the perplexing problem of many an advertiser of products made for male consumption. Men seldom respond to advertising

as readily or as easily as the ladies. Fortunately, for the greater number of firms, the women folk do most of the buying for themselves, for their families and for their homes. But there are some products such as razors, men's hats, beer, and tobacco, the purchase of which is largely, if not entirely, confined to men.

Sports broadcasts seem to provide a profitable answer to the problem for a number of these accounts. The reason is obvious: men form the bulk of sports audiences and it is the men who are the greatest sports fans. From station WHN, New York City, comes a number of case histories to prove the point.

BEVERAGES : : :

A firm believer in sports is PABST BLUE RIBBON BEER AND ALE. PABST first ventured into the realm of sports broadcasting in 1940 by picking up the *New York Rangers-Brooklyn Americans* hockey games from Madison Square Garden.

There were a number of natural associations to be cashed in upon: hockey fans at the Garden would call for PABST at the refreshment stands; the broadcasts were popular in bars and taverns, giving PABST a good crack at the draught beer trade; the "blue-line" of the rink could be constantly referred to by the announcers as the "blue-ribbon," and the popular "33 to 1" sales angle referred to PABST's process of blending 33 brews into one could be easily associated with score-keeping.

When PABST offered Hockey Game

• H. W. Chesley, vice-president of PABST SALES CO., joins Bert Lee and Dick Fishell (foreground), WHN's sports *Rover Boys*, in their special broadcast booth overlooking the Madison Square Garden rink. PABST BLUE RIBBON has sponsored two seasons of hockey broadcasts of New York Rangers-Brooklyn Americans games. Right . . . Fans at the rink are reminded of PABST by this banner in Madison Square Garden.

SPORTS U

Five Sponsors Whose Pro Sales Gun with Sports

schedules to its WHN listeners, there were more than 10,000 requests. A World's Fair book worth about one dollar was offered for fifty cents: 8,450 listeners jumped at the chance! Response to a Bert Lee offer of three pairs of hockey tickets as a prize: 1,300 replies the following day! A CROSSLEY survey made in bars and grills revealed that 26.3 percent of all radios were tuned to hockey.

To make the story short, PABST not only has sponsored two seasons of hockey broadcasts, but in 1941 it added the station's Giants' pro-football games to its schedule. And in 1941, PABST enjoyed a sales increase of about 15 percent!

CIGARETTES : : :

When Clem McCarthy barked "R-r-racing fan-n-n-s!" into the WHN microphones, his listeners were all ears. What Clem said next meant dollars and cents to his followers. It also meant dollars and cents to OLD GOLD CIGARETTES, sponsors of the race results broadcasts for 19 months.

From race results, OLD GOLD went on to sponsor the Brooklyn Dodger baseball games directly from the field. A



Sales to Males

Deal to Men Fire Opening

s. Result: Better Business

pre-season tip-off as to influence on OLD GOLD sales: a record book of baseball statistics offered to listeners sending in 25 cents and two wrappers from OLD GOLD packages drew 25,000 requests. Significant was the fact that the offer was made in the first three weeks of broadcasting. The regular baseball season had not started and broadcasts consisted of telegraphic reconstructions of pre-season games played in Florida. Cash registers were still tinkling on May 1. Responses: 75,000!

REFRESHMENT STANDS : : :

During the winter months, NEDICK'S STORES, a chain of refreshment stands in the New York metropolitan area, maintains its air time with a sports gossip show, but in the summer it really blossoms out. With the start of the baseball season, *Today's Baseball* comes on the air for 26 weeks. A 15-minute reconstruction by Bert Lee of the most important game of the day participated in by any of the three New York baseball teams presents listeners with a realistic reenactment of the game. NEDICK's rounds out its schedule with a daily news period.

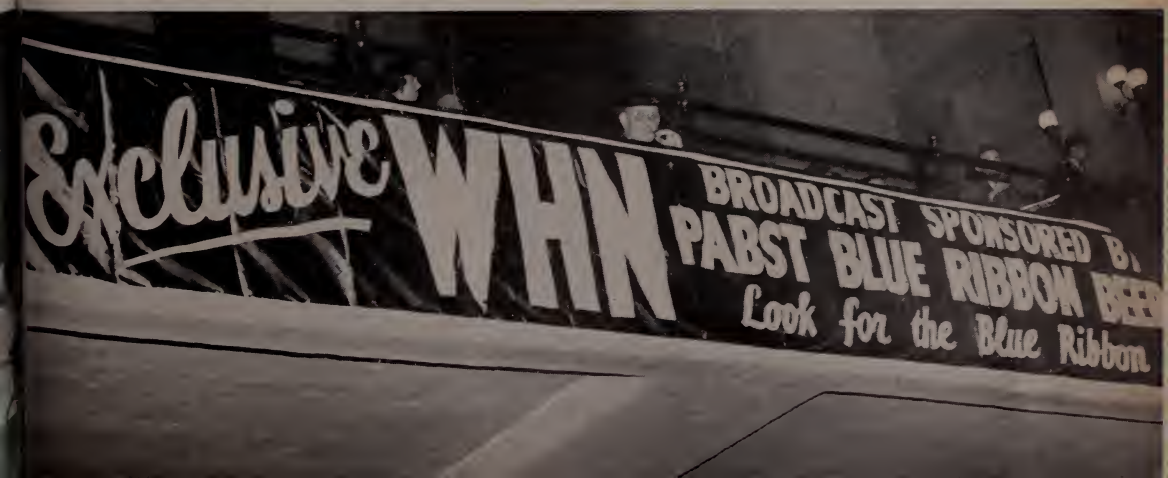
MEN'S WEAR : : :

Sports features have proved to be a lively springboard for a number of advertisers who later expanded even further into sports broadcasting on a national scale. ADAM HAT STORES is a case in point. While it now makes capital of its fight sponsorships on the Blue network, ADAM first started in sports broadcasting on WHN and still has a sports program, *The Hour of Champions*, now in its seventh year, on the station. In 1931 ADAM had only 12 stores in the New York City area. In 1941, it had 25 stores in New York and nation-wide distribution in 2,000 stores and authorized dealers from coast-to-coast. It's one of sports broadcasting's biggest success stories!

RAZORS : : :

SCHICK INJECTOR RAZORS got its first big taste of radio advertising by sponsoring the New York Giants pro-football games on WHN in 1940. During the course of the season they disposed of thousands of "football specials" such as razor and blade sets by plugging them only on the football broadcasts. At season's end, SCHICK began sponsorship of a network news series!

COMMENT: While sports broadcasts have made new products famous, a station which features a number of different sports shows, performs an invaluable service for each individual advertiser. The listener quickly identifies that particular station with sports, and gets into the habit of turning to that station for any important sports event. Thus, *consistency*, one of radio's greatest attributes, works well even on an irregular schedule!





WHEN Jack Frost touches the autumn leaves, Saturday noon sees thousands of ardent football fans headed stadium-ward. Larger by many thousands, however, is the horde of radio fans who hover over the dials. This year, the

stay-at-homes will be larger than ever, due to tire rationing and the fact that the government is discouraging large concentrations of people in certain areas.

Undiminished, however, is the enthusiasm of the football fan. *Sales point:* the football radio audience is a family listening group. Grandfather in his rocking chair is as ardent a rooter as Sonny Boy, who is still too small to carry a football.

Big-shots of the football world are the dopesters who on Friday night predict the outcome of Saturday's game. Next to the game itself, the Friday night prediction is caviar to the pigskin enthusiast. For these fans, *Touchdown Tips* goes into production each fall Saturday afternoon before the dust of the nation's stadium classics settles on the lime-striped fields of battle. Some 24 hours later, when the following week's forecasts have been completed and checked, and the script has taken shape, Sam Hayes puts his predictions on wax in the NBC Hollywood Studios.

Not on scoring records alone does the All-American Gridiron Index base its weekly prognostications. Distance travelled by the visiting squad, relative reserve strength, unfortunate injuries, and other physical and psychological factors enable the AAGI to peg the trends "on the nose." *Record for the last decade:* 80 percent accuracy!

Packed to the lid is each of these quarter-hour football broadcasts. Posted are predictions on the 30 most important college contests of the week. Starting with the East, Sam Hayes takes the sectional highlights in geographical order, giving his forecasts right down to the probable scoring in each game.

Touch

Presented Here Are the
Who Bucked the Sales

On each program, Sam Hayes puts the spotlight on the man on the bench behind one of the nation's great teams, singles him out as the *Coach of the Week*. Wind-up to the show: *Gridiron Grins*. Hayes picks the wackiest of the football bulletins to cross his desk, turns it over to his listeners for a hearty chuckle.

Newscaster and sports reporter Hayes has been heard in the interests of the ASSOCIATED, RICHFIELD, TIDEWATER and GENERAL PETROLEUM motor oils accounts, and has been a featured radio voice for the BANK OF AMERICA, EUCLID CANDY Co., and the MENNEN Co. As the *Richfield Reporter* Hayes attained the highest rating ever reached by any news or comment program on the Pacific Coast. Movie-goers know him through his many motion picture appearances as a radio and sports commentator, and in no less than 93 feature films he has portrayed "himself."

When the J. B. BURNHAM Co., specializing in automobile financing, took on *Touchdown Tips* last season, it was the second year that the show had been sponsored on KDYL, Salt Lake City, U. *Original sponsor:* NEHI BOTTLING Co. of Utah. As a result of the 13 Friday night broadcasts at 6:15 P.M., the J. B. BURNHAM Co. reported excellent response to the program in new inquiries. Friday newspaper sports page advertisements and KDYL billboard space plugged the show.

Showmanship added to *Touchdown*

Tips spelled success for the CLAUDE M. CAVE & Co., local CHRYSLER-PLYMOUTH dealer in Dodge City,



h Tips

cores of Seven Sponsors this Transcribed Series

Kans., when the show was heard over KGNO at 7:45 P.M. Friday evenings. A weekly contest was staged in which a cash prize was paid to the individual picking the most winners out of a list of 20 games to be played throughout the nation on the following day. Newspaper publicity and letters to High School football coaches in the territory built up an enthusiastic audience.

Sponsors check on show's effectiveness: commercial copy stressed parts and service, and the sponsor experienced a noticeable increase in shop work during the time the program was on the air.

What the L. & H. Stern, Inc., pipe manufacturers, *put in its pipe, smoked:* more than satisfactory pipe sales as the result of its quarter-hour sponsorship of *Touchdown Tips* over WBZ-WBZA, Boston, Mass., and WENR, Chicago, Ill. Sponsor used spot announcements and special displays to plug the show. *Merchandising tie-ins:* special folders, merchandising letters and window displays.

Merchandising tie-in for FIELD'S CLOTHIERS, Asheville, N. C.: score predictions in display window, along with a picture of Sam Hayes and announcement of program attracted the attention of most passers-by. Commercials featured men's suits, coats and furnishings. An ad used on sports page of morning and afternoon papers each Friday invited sports fans to tune for Sam Hayes, heard over WISE.

At the WIS kick-off for REYNER'S, Inc., Columbia, S. C., jewelers, sponsor used football strategy to put its sales message across. Each commercial started out with football information, slid into direct selling information. *Sponsor's reason for picking this show:* a football pro-

gram is particularly adapted to jewelers; beginning in September, program continues with ever-rising tempo, right through to the peak Christmas season. Given below is an example of how REYNER'S, INC., tied-in its commercial copy with the idea of the show itself:



"The Bowl choices are practically all made and have been announced. It's to be Stanford and Nebraska in the Rose Bowl in Pasadena; Tennessee and Boston College in the Sugar Bowl in New Orleans, and other top flight teams of the country in the various other New Year's Day football classics. But, speaking of choice, have you seen the choice of fine gift suggestions to be found at Reyner's, 1610 Main Street? Reyner's can help you . . . etc."

COMMENT: Both in news and sports reporting over the air, best results are attained when a sponsor features a personality with either a local or national popularity. Here is a national sports figure tailor-made for the local market.

Newspaper circulations take an upward spiral during the pigskin season, and radio's listening audience reaches new peaks at those times when the football low-down is dished up. *Sales field goal for radio:* recent surveys indicate that the division of men and women listening to football broadcasts is almost equal. While sponsorship of play-by-play broadcasts is limited to advertisers with large budgets who strive for mass distribution of sales messages, a show of this kind is within the budget of almost any advertiser.

AIR FAX: Each program is a complete production on one recording, with novel opening and closing signature included. Platters are shipped each Monday night, via Air Express. Should flight cancellations due to weather delay arrival of the regular program, a recorded Emergency Program, supplemented by script airmailed weekly, is available.

Merchandising tie-in: Forecast Sheets are available, with mats for these weekly dope-sheets being shipped simultaneously with the recording. Announced on the program, and distributed or posted at the client's retail outlets, this point-of-purchase giveaway is a good store traffic builder. Ample space is allotted to the sponsor for his own copy.

Availabilities: A series of 13 quarter-hour weekly football broadcasts for programming each Friday during the 1942 college football season.

Producer: NBC Radio-Recording Division.

Spelling Bee Brews Sales

It's one thing to have a good radio audience show, and it's quite another to *keep* it good, week in and week out. Long ago, successful advertisers discovered that the secret of popular favor lies in judicious change, simultaneously yielding to and moulding public taste.

One of the most interesting examples of this axiom of entertainment was demonstrated here in Baltimore with NATIONAL BREWING Co.'s *National Big Money Bee*, a kind of streamlined, audience-participation spelling contest which built up a large and enthusiastic listening public for about a year, and suddenly began to slump.

The format of the show was simple enough; fourteen contestants, picked at random by number from the WFBR studio audience, and then a half-hour of spelling with a "spell or keep half" feature heightening the suspense of this weekly half-hour show.

After approximately a year of rising audience interest, an analysis of the mail revealed that a kind of stalemate had been reached. The same people were writing in week after week to participate, the same contestants were winning the \$112.00 given away in prizes each Monday night. It was not that interest was falling off so much as the same three or four hundred people remained faithful week after week, indicating that a similar state of affairs existed in the listening audience. Most important, we were not receiving sales assists on NATIONAL BOHEMIAN BEER through the program. The saturation point had been reached!

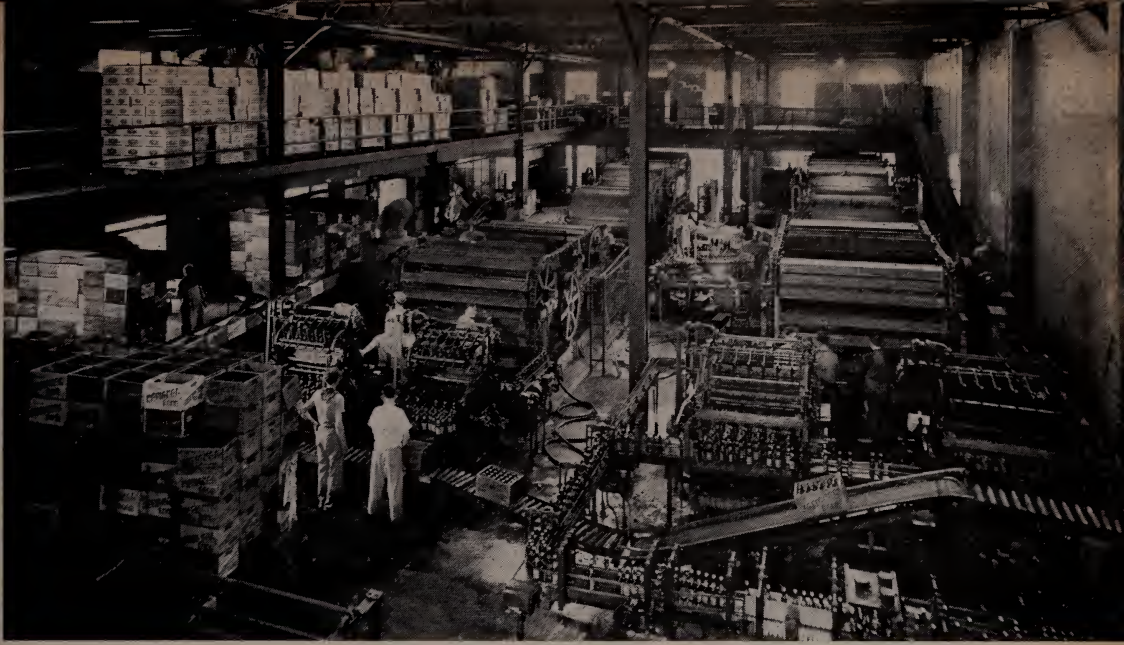
Conferences with WFBR, our sales

and advertising forces revealed that the show was fundamentally a good one, adapted to the entertainment level of Baltimore and vicinity; suited to the product it advertised. We had faith enough in the *National Big Money Bee* and Station WFBR not to scrap what we believed to be a good idea without first injecting a hypodermic or two into the show, to bring it new life and selling vigor.

Here's how we tackled the problem. Our chief innovation was to get away from the constant repeaters and bring the show into new fields of operations. By injecting a competitive angle, and calling for pre-selected teams, representing large clubs, organizations, businesses and industries, we killed two birds with one stone; we injected new interest in the show itself, and created new listening audiences each week in the personnel of these organizations.

Specifically we scheduled such teams as the Baltimore JUNIOR ASSOCIATION OF COMMERCE vs. the Frederick JUNIOR CHAMBER OF COMMERCE (the show is piped up to Frederick and Hagerstown, Maryland); U. S. Post Office vs. U. S. CUSTOMS HOUSE; BETHLEHEM SHIPYARDS (some 25,000 employees) vs. FEDERAL SOCIAL SECURITY; GENERAL ELECTRIC vs. WESTINGHOUSE; officers of the BRITISH MERCHANT MARINE vs. RED CROSS VOLUNTEER WORKERS; McCORMICK Co. (spices) vs. BUTLER Bros. (general merchandise); Baltimore HOCKEY ORIOLES vs. Baltimore BASEBALL ORIOLES; STEEL WORKERS ORGANIZING COMMITTEE vs. AMALGAMATED CLOTHING WORKERS UNION, and so forth.

Radio Lowers Sales Resistance, Sales Tie-ins Do the Selling
Says Geo. Gettman, Ad. Manager of National Brewing Co.



● Destined to be thirst-quenchers for participants and listeners of the WFBR *National Big Money Bee*, cases of NATIONAL BOHEMIAN BEER go down the NATIONAL BREWING CO.'s conveyor belt.

There was always a definite relationship between the teams, enhancing the competitive angle. Our commercials tied in closely with the occupations or interests of the contestants, and by giving studio tickets to each organization, we built up active "rooting sections" in the studio audience whose enthusiasm was contagious even over the air.

Most significant of all, this new format enables us to do a bang-up public relations job within the organizations themselves. Leaflets and letters are distributed, frequently printed or mimeographed by the competing teams themselves; posters are hung at the time clocks or bulletin-boards, and write-ups are published in the house-organs, club or organization bulletins of the concerns involved, many of them having national circulation. In one case, radio spots were purchased by participating industry. WESTERN UNION telegraphed the results to all branches of the company throughout the United States.

Beer parties are sometimes organized by employees and members of the clubs involved, so that listeners may hear their friends and fellow-workers over the air. In numerous cases employees voluntarily

stay after work to conduct preliminary "spelling bees" to select the six contestants to represent them. Special club and union meetings are even held for this purpose, and we have reports that NATIONAL BOHEMIAN BEER has been served.

Contrary to expectations the old, loyal group of spelling enthusiasts who had come to the studio week after week in order to get on the program did not lose interest and fall away. Indeed, we are hard put to fill all the requests for tickets because a certain proportion of them must go to the participating organizations. If space permitted, we could fill the studio three or four times over. Moreover, the audience feels itself an integral part of the program because after the "Bee," time permitting, emcee Ken Williams goes through the audience, giving away silver dollars. After the program is over, there are drawings for door prizes. An example of studio audience response is shown by this little scheme which was cooked up, unbeknownst to us, by one of the participating organizations, a group so large that 200 tickets couldn't cover one-hundredth of the membership. The authorities in

the organization therefore decreed that whoever wanted a ticket to the studio audience must present five NATIONAL BOHEMIAN BEER crowns! Even with this "tax" there were many more crowns than tickets!

We have a thick file of letters which



No oldster is work-loving George Jacob Gettman. Born in Baltimore, Md., 32 years ago, he graduated from Baltimore City College in 1928.

National Brewing took this native son into its organization in 1934, soon promoted what was then a "whale of a good stenographer" to its sales force. Next step up the ladder led to a course of sprouts inside the office. As advertising manager, he scampers all over the place, takes care of advertising, does a lot of odd jobs around the place, the idea being that advertising is only a means to an end, namely, more business.

"Everybody in the sales force either knows Gettman, or hears from him," writes National Brewing Co.'s president, A. H. Deute. "He's one of our organization key men, raised from a pup, and one of my personal right-bowers. I think Gettman's main forte is his ability to work with our men in the field and with our distributors. He never asks a man to do a thing he hasn't done himself. He came up the tough way. He knows his stuff because he learned it the hard way, step by step. There is nothing slam-bang or noisy or self-assertive about him. He ought to get better and better for many years, because, while old in experience, he's just a young guy, working hard to get ahead."

overwhelmingly testify to the popularity of the program and the new listeners it has created. Already the waiting list of teams would carry us through several more months of broadcasting.

The National Big Money Bee has been worked in close cooperation with our sales department. Our sales force contacts taverns and dealers in the neighborhood of the industry or firm participating. Where a club has a beer license, the steward is immediately visited and the proper tie-in made. Chairmen of the entertainment committees of various organizations which have participated as well as employee clubs in industries are contacted. We know definitely of three cases in which NATIONAL BOHEMIAN was the only beer served at employee and organization parties as a direct result of our sales tie-in with the *National Big Money Bee*.

In time, we shall exhaust the most interesting and largest industries, clubs, organizations and business in the city. We recognize that with this saturation, another problem must be faced and met with a new hypodermic, a new twist and change which is the very life-blood of radio entertainment today.

But the important lesson we have learned with the *National Big Money Bee* is that radio advertising can never and will never sell beer (or for that matter soap, automobiles, cheese or overcoats) alone and unaided. Radio is a means of bringing the brand name and product before the public. It paves the way for the actual selling by salesmen, distributors and retail merchants, and the quality of the entertainment reflects the quality of the product. We have demonstrated that close sales promotional tie-ins can and will assist in the direct selling job.

On the negative side, radio breaks down sales resistance. On the positive side, it builds good will and brand names. But the company, the salesman, wholesaler, distributor and merchant are in the last analysis the only ones who can capitalize on radio help to promote direct sales. More than this no practical, far-seeing, advertising-minded businessman can ask of radio.



Picking A Winner

By Tod Williams

JULIUS CAESAR had his gladiators.

Nero thoroughly enjoyed knocking off for an afternoon to watch a well-starved lion gnaw hungrily at the thigh bone of an early Christian martyr. This may be classed as one of the more repugnant forms, but you can't escape the fact that it comes under the heading of *sport*.

Since the earliest days of recorded history, *sport* has been near and dear to man's heart. Open your newspaper today. No other single department of the paper requires so much space; no other section is as lavish with art work; no other division employs as many by-lined specialists.

And radio-wise local advertisers recognize a sports program as a tremendous lever for moving merchandise off the shelves and money from the listener's pocket. One of the chief reasons for this is that there are few other types of program that will hold so much *local* interest. Follow this line of thought with me for a moment.

A broadcast of a big football game or world series baseball game has a big audience! But watch the survey figures skyrocket when an on-the-spot sportscaster gives a play-by-play description of the home-town game. The players are *localites*. Everyone knows them. So folks gather at the loudspeaker to find out what their friends are doing.

Then, too, the lavish network entertainment shows, the Benny's, Hope's, McCarthy's, etc., cost thousands of dollars to produce. Local sponsors can hardly compete. But, on-the-spot broadcasts of sport spectacles do not vary much in production cost whether originated by the network or locally. Two big entertainment factors are *free* to the sports sponsor: the crowd atmosphere, and the game itself. *Net result*: top-notch local listening audience at low cost.

In discussing the matter with a dean of sportscasting, he told me: "The good old standbys are football, baseball, and basketball, but every other sport has its adherents, too. Throughout the year I put 13 different sports on the air."

As a matter of fact, this sportsman is showing an extremely able perception by carrying such an array.

While the publicity drums of Washington have not yet begun to sound very loudly on the subject of "sturdier bodies for Americans," it is a part of the National Defense Effort and more will be heard as the months pass. Plans are being formulated to lure us into more active, and muscle-building, lives. There will be no regimentation of physical activity, but we will be spurred to more active participation in our favorite sport. Once into it, we'll want to know more about it, and the sportscaster will be there with the dope.

Take the case of the B. SIMON HARDWARE COMPANY of Oakland, California. Ralph Stevens, a genial angler, takes to the air weekly on KROW to tell of the best fishing of the week, what to use in the way of tackle and so forth. You might say that his appeal would be strictly to fishermen. But if the sales graph of the SIMON COMPANY is any indicator, hundreds upon hundreds of listeners have taken up the sport of Isaac Walton simply through hearing Mr. Stevens' friendly chats.

Up to now the *draw* of the sportscast has been predominately male, and it does behoove the organization with a product with a distinct masculine appeal to investigate this medium. Simultaneously, if we acknowledge the force that will soon be loosed to get *everyone* sportsminded, we're going to find the distaff side clustering about the radio at sportstime to hear about its favorite recreation, too!

Now as to the time of broadcast. Several of the mike-men have declared themselves as preferring a spot between 6 and 7 P.M., because it gives them an opportunity to carry final scores on afternoon events, and a chance to build up some evening performance. Second choice with the sportscasters, themselves, is between 10:00 and 10:45 P.M.

When it comes to merchandising a program of this kind, the possibilities are so numerous that it would require a tome equal to *Gone With the Wind* to explore them all. Luncheon clubs enjoy having a popular sportscaster for a speaker. It should be thoroughly understood that the guests are appraised of the fact that the speaker is presented "through the courtesy of."

In many instances a sportscaster is called upon to referee an event in which he is a specialist. Further, if he has the ability to turn a clever phrase, it is absurdly easy to produce a small *give away* on newsprint and have the small-sters of the vicinity distribute it to cigar stores, recreation centers and drug stores. This builds up the reputation of the broadcaster, and enhances the sponsor's service or product.

Reiterating a previously stated axiom: "Pick the audience you want to reach; have your broadcaster *sell* them, and then you sell your broadcaster through your merchandising."

WHAT THE PROGRAM DID FOR ME

This is the businessman's own department. RADIO SHOWMANSHIP invites radio advertisers to exchange results and reactions to radio programs for their mutual benefit.



Gasolines

FOOTBALL PLAY-BY-PLAY "Football is a natural for a gasoline and motor oil account, not only because it is conducive to more sales, but because the atmosphere of the gridiron (speed, power, ability) lends itself as wonderful color for commercials, which are therefore less stereotyped, more appealing. We believe, too, that hearing broadcasts of the games they cannot attend, induces fans to use the product of the sponsor in getting to the games they can attend.

"The football series over WOWO was followed by a basketball series, equally, if not more effective, than the fall program. Indiana being the fanatic basketball state it is, we believed we created many, many new friends (and consequently customers) by sponsoring the sport nearest their heart. This belief is supported by much unsolicited mail which came in from all over the midwest, and from such widely divergent points as New York and Florida.

"Service stations in the area covered by the broadcasts reported increased sales and much customer appreciation, both vital to successful operation.

"The basketball season closing necessarily closed the sports broadcast series, but on March 15 the OHIO OIL Co. took on the WLW news round table, *Views of the News*. This show is weekly, Sundays, from 4:30 to 5:00 P.M., and is aired over a mid-west NBC chain. Originating at WLW, Cincinnati, the following stations carry the show: WCOL, Columbus, O.; WSPD, Toledo, O.; WOWO, Fort Wayne, Ind.; WMAQ, Chicago, Ill.; WBOW, Terre Haute, Ind.; and

WGBF, Evansville, Ind. The men who offer the commentary on current news are all world famous.

"Reports are proving that the news discussion is meeting with much favorable reaction. Being the only program of its type in the midwest, we feel that our sponsor has a radio presentation which is individual and quite timely. Commercials on the program treat largely of MARATHON V. E. P. MOTOR OIL.

"With respect to radio being selected as a medium, our client feels that it is one of the most effective ways of reaching the mass market so vital to gasoline and motor oil sales."

EDWARD P. BROOME

Account Executive

*Stockton, West, Burkhart, Inc.
Cincinnati, O.*

AIR FAX: Last fall, for nine consecutive Saturdays, the Ohio Oil Co., refiners and marketers of Marathon gasoline, broadcast play-by-play descriptions of Big Ten football contests. *Announcers:* Hilliard Gates and Bill Erin.

First Broadcast: September 28, 1941.

Broadcast Schedule: Saturday, 2:00-4:30 P.M.

Preceded By: Network sustainers.

Followed By: Music.

Sponsor: Ohio Oil Co., for Marathon gasoline.

Station: WOWO, Fort Wayne, Ind.

Power: 10,000 watts.

Population: 117,246.

Agency: Stockton, West, Burkhart, Inc., Cincinnati, O.

COMMENT: Radio sports fans are appreciative. Radio's point of favor: any broadcast of a national, state or regional sports event is going to attract a big percentage of listeners especially interested in that particular sport. Sponsorship of a variety of such events is one of the quickest of all ways of reaching the mass market. (For pic, see *Showmanscoops*, p. 239).



SHOWMANSCOOPS

RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote listener interest in their radio programs.



HEAR Today

● *Above . . .* In the KSD studios, St. Louis, Mo., a group of Fort Leonard Wood soldiers put on one of their special series, *The Army is You*, heard Sundays at 2:45 P.M. Cast and orchestra work from scripts written by Sergeant Don Gallagher, former NBC network actor, who is also narrator for the series. Music is arranged and conducted by Corporal Clayton Mitchell, former pianist with the Henry Busse and the George Olsen bands.

● *Left . . .* Presentation of the WEIM Victory Cup to Carmelita Landry, United States and North American Women's Speed Skating Champion. *Left to right*, Joan Adams, WEIM's Director of Women's Activities, Alfred Bastarache, General Chairman of the Fitchburg, Mass., Landry Testimonial, and Carmelita Landry. (For story, see *Special Promotion*, p. 245.)

● *Below . . .* To plug its Grain Belt Sports-cast series, KSCJ, Sioux City, Ia., features a window display for Grain Belt Beer. (For story, see *Proof O' the Pudding*, p. 246.)

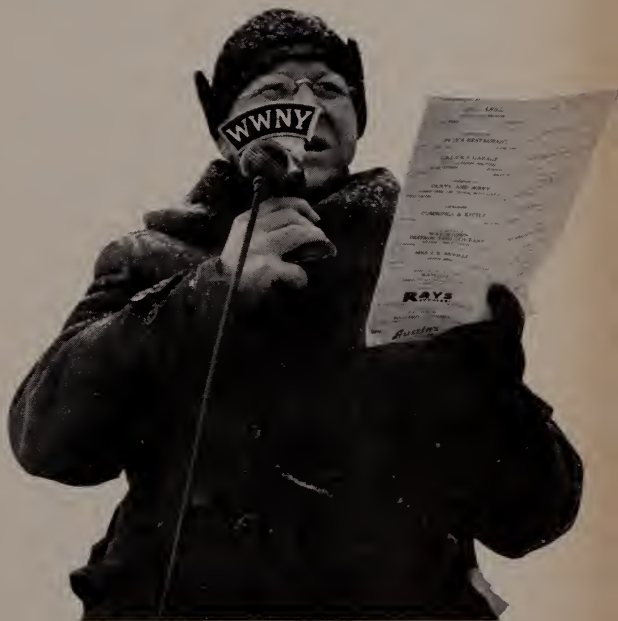




BUY Tomorrow

● *Above . . .* Dean Maddox, Wheaties baseball announcer over KROW, Oakland, Cal., was besieged for his autographed picture at the *Breakfast of Champions* sponsored by the station and the Oakland Boys Club for 150 underprivileged boys. Broadcast from the Leamington Hotel, guests of honor were the baseball players of the Oakland and Portland teams. (For story, see *Proof O' the Pudding*, p. 248.)

● *Right . . .* Jack Case, Watertown *Daily Times* sports editor, describes the finish of one of the Clayton Ice Harness Races, half century old classic aired for the first time to northern New York and Canada by WWN. (For story, see *Special Promotion*, p. 243.)



● *Below . . .* Control booth at the Purdue-Vanderbilt football game at Lafayette, the first Ohio Oil-sponsored Big Ten game. From right to left, Bruce Ratts, WOWO-WGL engineer; Franklin Tooke, former program director; Bill Erin, assistant sportscaster, and Hilliard Gates, sportscaster. (For story, see *What the Program Did for Me*, p. 237.)





AIRING THE NEW

New radio programs worth reading about. No result figures as yet.

Beverages

SPORTS REVIEW Among the American soldiers in Australia a new catch phrase has taken root, begun to sprout—"hot stuff coming!" "Hot stuff coming!" means "gangway!" or "make room for me."

"Hot stuff coming!" was the cry heard from Camp Grant and from the Industrial Athletic Association when PABST BLUE RIBBON BEER took on sponsorship of the quarter-hour *Sports Review* heard over WROK, Rockford, Ill. While the show covers state and national sports news, special emphasis is placed on sports happening in Rockford and other northern Illinois cities.

Featured at least once a week by Mike-man Morey Owens is an interview with Rockford Industrial Athletic Association athletes. Interviews with Camp Grant soldier-athletes and news of post athletics get the doughboy's ear. To factories in the RIAA go leaflets plugging the show. Show is also advertised in Camp Grant *Sentinel*, weekly newspaper.

Last five minutes of each program is filled with one of the MacDAVIS human interest yarns about sports celebrities.

Label: Sportraits.

To create dealer good will, PABST features the names of several of its dealers on each broadcast. A dealer bulletin stresses the fact that each place of busi-



ness will be mentioned on the air as a PABST BLUE RIBBON outlet during the broadcast series.

AIR FAX: *First Broadcast:* April 1, 1942.

Broadcast Schedule: Monday through Saturday, 6:30-6:45 P.M.

Preceded By: News.

Followed By: Good News.

Sponsor: Pabst Blue Ribbon Beer.

Station: WROK, Rockford, Ill.

Power: 1,000 d.

Population: 100,179.

COMMENT: PABST takes advantage of a ready-made audience of sports enthusiasts, streamlines it to feature those sports of most vital interest to the listeners, namely the sports events of their own groups. Dealer plugs insure wholehearted distributor support. Wise sponsor directs part of program to nearby Army camp. He is certain to find more sport fans per square foot there than in any section of these United States.

Beverages

PIEL'S SPORTS PAGE OF THE AIR

When the ponies line up at the barrier, racing fans put aside all other distractions, cross their fingers for luck, hope for the best. Thousands of betting systems get an almost daily try-out, but win or lose, the fans are right back in there with money to put "on the nose" when another day sees another set of horses burning up the track.

When PIEL'S FAMOUS BEER, Brooklyn, N. Y., purchased the WNBC sports feature Monday, Wednesday and Friday, it put its bankroll on the right horse. No other sports show in the vicinity of Hartford, Conn., gives complete racing results from all tracks. As the first dinner-hour sports show in the territory, the program also catches baseball fans on the alert for complete baseball scores. Sports bulletins crowd the last few minutes.

AIR FAX: While *Sports Page of the Air* is heard Monday through Saturday, sportscaster Milt Berkowitz sells for Piel's only three times a week.

First Broadcast: April 6, 1942.

Broadcast Schedule: Monday through Saturday, 6:00-6:10 P.M.

Preceded By: Music.

Followed By: Music.

Sponsor: Piel's Brothers Brewery, Brooklyn, N. Y.

Station: WNBC, Hartford, Conn.

Power: 5,000 watts.

Population: 221,940.

Power: 1,000 watts (d).

Population: 105,136.

Transcription Co.: Grace Gibson.

COMMENT: First come, first served is a time honored adage with current meaning for alert radio sponsors. The sponsor who gets there first, gives the fans the sports results they want to hear, is the sponsor whose advertising message will be most productive of sales.

Drug Stores

DOCTORS COURAGEOUS Emblazoned across the history of medical science are names and deeds of men and women whose lives were unselfishly devoted to the cause of humanity. In the ceaseless battle against sickness and disease, these patient workers often sacrifice health, career, and life itself. They are truly *Doctors Courageous*.

In dramatic form, a transcribed series now being heard over KROD, El Paso, Tex., for GUNNING-CASTEEL DRUG Co., *Your Neighborhood Drug Store*, tells what has been done by medical wizardry, what is being done.

Product of the Australian transcription firm, ARTRANS, LTD., the series was originally sponsored throughout Australia and New Zealand by the E. C. DEWITT & Co., marketers and distributors of ANTACID POWDER. Told are dramatic episodes in the lives of such medical giants as Joseph Lister, Robert Koch, others who pioneered the way in surgery, radiology, tropical diseases, cancer, tuberculosis, orthopedics, tetanus, infantile paralysis, other scourges of mankind.

AIR FAX: Available are 52 quarter-hour self-contained true stories. Show is also being heard for Dr. Rollie Olson, advertising dentist, over KFSD, San Diego, Cal.

Promotional tie-ins: Letters to doctors, drug stores, school officials, and other public groups interested in civic welfare will help build up an interested listener group.

First Broadcast: April 1, 1942.

Broadcast Schedule: Thursday, 8:00-8:15 P.M., for 52 weeks.

Sponsor: Gunning-Casteel Drug Co.

Station: KROD, El Paso, Tex.



COMMENT: Department stores, banks, druggists, other sponsors interested in an institutional program, can make effective use of a program of this type. Strong in listener appeal are authentic stories of heroism and epic adventure.

Finance

TOUCHDOWN PARADE It's 3 to 0 in the fourth quarter! The ball is in the center of the field on the Blue's 20-yard line! Reds have the ball! What would you do at this crucial moment in a football game?

Tuners-in on the WTMJ *Touchdown Parade* are given 10 seconds to call the signal on the play.

The announcer describes a situation exactly as it occurred in some famous pigskin classic of the past. Score, period and the previous few plays leading into a crucial selection of plays by the quarterback are given. Three different plays are mentioned as possibilities in this mental signal calling. With Russ Winnie holding the stop-watch, radio quarterbacks are told at the end of 10 seconds which play was used.

In addition to the *Play Quarterback* portion of the show, the program (aired for the FIRST WISCONSIN NATIONAL BANK) consists of (1) transcribed college songs and (2) a three to five minute transcribed re-creation of an exciting incident from a football game of the past. *Example:* when the Green Bay Packers play the Chicago Bears, referee Winnie (who has been broadcasting football for 10 years) digs back in his memories for a thrilling moment from a previous game played by the two teams.

Promotion: Posters and window cards in the banks of the FIRST WISCONSIN NATIONAL BANK chain.

AIR FAX: Program immediately precedes the play-by-play broadcast of the football games of the Green

Bay Packers in the national professional league. At the time of the actual broadcast, sports announcer Winnie is already in his broadcast booth at the gridiron.

First Broadcast: September 7, 1941.

Broadcast Schedule: Sunday, September 7 through November 30, 1:45-2:00 P.M.

Preceded By: Sunday Salon, Local Musical Program.

Followed By: Football, Green Bay Packers.

Sponsor: First Wisconsin National Bank.

Station: WTMJ, Milwaukee, Wis.

Power: 5,000 watts.

Population: 680,434.

Agency: Scott-Telander.

COMMENT: This hard to beat idea originally printed in the December, 1941 issue of RADIO SHOWMANSHIP is re-printed here because sports shows as good as this don't come along very often. Just before a big game, when listener attention is at its sharpest, is an excellent time to entertain the sports fans and promote your own business at one and the same time.

Men's Wear

SPORTS REVIEW With young men full of new ideas crowding the contemporary scene, oldsters have to look to their laurels. In days like the present, keeping up with the times gets civilian priority from grey beards and the downy-cheeked alike. When HIBBS CLOTHING CO., Salt Lake City, U., went on the air over KDYL, it undertook a threefold task. The newest in men's clothing ideas, the newest in music, and the latest news in sports are spotlighted in this ten minute, twice-weekly show.

AIR FAX: Format includes a three-minute sports commentary, and two musical selections. Balance of time goes to commercial copy presented by a two-announcer combination.

First Broadcast: March 28, 1942.

Broadcast Schedule: Wednesday, 6:30-6:40 P.M.; Thursday, 9:35-9:45 P.M.

Preceded By: Wednesday, *War Coverage*; Thursday, *A Toast to America's Allies*.

Followed By: Wednesday, *A Toast to America's Allies*; Thursday, *The Mayor Reports*.

Sponsor: Hibbs Clothing Co.

Station: KDYL, Salt Lake City, U.

Power: 5,000 watts.

Population: 145,267.

COMMENT: In picking a sports program, time becomes an important factor. *Best bet:* a spot when men are the pre-

dominant dial twisters. Sports mix well with dinner time and pre-bedtime activities.

Sustaining

NIGHT SHIFT Changing hours of American industry at war means changing habits for its workers. In Cleveland, O., alone, there are approximately 25,000 war plant employees who get out of work somewhere between 11:00 and 12:00 midnight, and there are another 12,000 or more who go on duty between those same hours for the *Night Shift*.

Men and women are anxious to catch the late news before going to work, and the ones who are leaving their jobs are in need of relaxation and diversion. While there has always been a large radio audience between 11:00 P.M. and the witching hour, industry's *Night Shift* has materially boosted this rating.

Designed for the defense workers, *Night Shift* features 45 minutes of newsworthy events in the sports world. Play-by-play resume of the Cleveland Indians' ball games, race results, fight results and interviews with sports notables go into the show emceed by WGAR's sportscaster Bob Kelley. Music in about equal proportions gives spice to the sports pot-pourri.

AIR FAX: *First Broadcast:* April 4, 1942.

Broadcast Schedule: Monday through Saturday, 11:15-12:00 midnight.

Preceded By: News.

Station: WGAR, Cleveland, O.

Power: 5,000 (d).

Population: 1,111,449.

COMMENT: Time periods which have never reached their total audience potential, are now ringing up heavy listening.

All-out war production living habits are cracking audience distribution beliefs adhered to for years. While listening during late hours has increased, station time rates have not.





SPECIAL PROMOTION

Short radio promotions that run but a day, a week, or a month yet leave an impression that lasts the year around.

Chambers of Commerce

ICE HARNESS RACES Famous in the growth of northern New York for its part in shipbuilding and in the Indian wars, Clayton, N. Y., is also known as the stepping off point for the magic land of the Thousand Islands. While resort towns generally anticipate that tire shortage will lead to tourist business shrinkage, the Clayton CHAMBER OF COMMERCE began tossing out its bids for summer-time recreation seekers last February.

When the starting gun brought the horses to the post for the annual ice harness races, the Clayton CHAMBER OF COMMERCE and WWNY were there to cover the 50-year-old classic for New York and Canadian listeners. With git-up-and-git enterprise, local boosters decided that frosty broadcasts from the ice of the St. Lawrence river were one way of extending a warm invitation to air listeners to make Clayton their summer rendezvous. Longer term residence was promoted to offset tourist shrinkage. Presentations were on-the-spot descriptions of the color and activity of the ice harness races. Programs included descriptions of each race, final results of the races and heats as they were held.

Races were broadcast in half-hour segments from 2:05 P.M. through 4:30 P.M. Quarter-hour and half-hour returns to the studio featured music geared to appeal to listeners and carry them through for the next race broadcast. For each of the four days of the races, three half-hour broadcasts were aired.

To promote this first-time broadcast of the ice harness races a series of station-break announcements were used. Before and during the period of the races, news-

paper publicity tied-in with the broadcasts.

AIR FAX: Program-director and special events man Jean Clos, and sports announcer Jack Case handled the shows.

First Broadcast: February 20, 1942.

Broadcast Schedule: Three half-hour broadcasts daily, from 2:05 through 4:30 P.M., for four days.

Sponsor: Clayton Chamber of Commerce.

Station: WWNY, Watertown, N. Y.

Power: 1,000 watts.

Population: 32,205.

COMMENT: It's a good bet for almost any sponsor to take advantage of the enthusiasm and interest aroused by local classics of this kind. Certainly such broadcasts will attract a tremendous listening audience in the home area. (For pic, see *Showmanscoops*, p. 239.)

Gasolines

ARMY-NAVY FOOTBALL GAME Because this year, more than ever before, the annual Army-Navy football classic belongs to the people of these United States, the pigskin headliner will be broadcast under commercial sponsorship for the first time in the history of the series.

When the two teams line up for the kick-off on November 28, the STANDARD OIL CO. OF NEW JERSEY, marketers of Esso products, will have its sportscasters on the 50-yard line. Broadcasts for the STANDARD OIL CO. OF NEW JERSEY will be carried in the 18 states and in the District of Columbia where Esso products are marketed. Open for sponsorship in the remaining 30 states is the football classic. Of the \$100,000 fee for broadcasting rights, \$50,000 goes to the Army Emergency Fund and \$50,000 to the Navy Relief Society.

Says J. A. Miller, manager of STANDARD OIL's advertising-sales promotion department: "We are, of course, happy to know that these two worthy organizations are to benefit by this arrangement. Obviously we also think it will be good advertising for Esso marketers and their services. But there is behind this decision a third consideration; our feeling that the Army-Navy game this year, more than ever, belongs to the people of the United States. There is no section of the country which does not have its constantly growing quota of young men in uniform. Whether sons and brothers on fighting fronts in far corners of the earth listen to the game by short wave, or their people at home hear it over our national networks, the healthy rivalry of the event is one which everyone can share more intimately than ever before. We intend, therefore, to carry the game to as wide an audience as commercial radio makes practical, including all short wave that will reach every American in service outside of this country."

AIR FAX: Responsibility for negotiating the participation of co-sponsors rests in the hands of Marschalk & Pratt Advertising Agency. Selections are subject to the approval of Army and Navy officials.

Broadcast Date: November 28, 1942.

Broadcast Schedule: Saturday afternoon play-by-play.

Sponsor: Standard Oil of New Jersey, others.

Agency: Marschalk & Pratt.

COMMENT: With gasoline rationing either threatened, or an actuality as it is in some parts of the United States, an army of radio football fans larger than ever before will huddle over the dials this fall. Sponsorship of a national event of this kind is an excellent way of getting mass coverage for a sponsor's advertising message. Gasoline accounts have found such broadcasts unusually productive in the terms of increased sales in the past, and while future sales will undoubtedly drop, the necessity for keeping the public brand conscious will be greater than ever before.

Manufacturers

NAVY "E" AWARD When adman George M. Gillen of the LUKENS STEEL Co. made notes of preliminary plans for the presentation of the Navy's "E"

Award to his company, he made a small notation at the end of the page. "Invite radio commentators," it said. That started it.

Suiting action to word, he got in touch with Roger W. Clipp, vice president of WFIL, Philadelphia, Pa., to inquire about the whereabouts of radio commentators. After some few minutes of discussion, he reached a quick decision. The ceremony was to be in the form of a full-hour radio show on WFIL, WJZ, New York City, and WCAU, Philadelphia. To workers and their families tired of long-winded speeches, the show was to be the thing. Into WFIL's lap went the whole job.

As plans jelled, what started out as a small ceremony for employees became a major public event. Decreed by Mayorality proclamation was a general half-holiday for Coatesville, where the plant is located. Recruited to play on the program was the High School Band. Then a 100-voice choir was added. *More spice:* the WFIL 30-man Concert Orchestra. Imported for the show were Vivian Della Chiesa, Diane Courtney and Announcer Ben Grauer.

Lock-stock-and-barrel, the whole show was moved out of the company's yard into the High School stadium seating 15,000 people. Prevailed upon to make the award was Assistant Secretary of the Navy Ralph A. Bard. Added to the program was the LUKENS STEEL Co.'s Band. To round out the gala-event, two dramatic sequences with professional actors were prepared.

To transport artists and celebrities from Main Line to Coatesville, adman Gillen added two Pullmans to the leisurely local, and both cast and guests were fed en route. *Ace-in-the-hole:* shrewd businessman Gillen took out rain insurance on the show, made provision to do a quick-shift indoors if necessary.

Broadcasting created another wrinkle to be ironed out. Thundering locomotives on the PENNSYLVANIA RAILROAD's main line westward run smack-dab past the stadium. WFIL's solution to the knotty problem: railroad officials agreed to stop all local freights during the hour, to use electric locomotives on

through trains. Engineers were cautioned about whistles. Hung up was some kind of a record for patriotic celebrations: an hour's program with only 12 minutes of talk!

Record for LUKENS, said to be the largest producer of rolled armor plate in the country: six new all-time production records in 1941. With a new high set for every month of 1942, its production rate is 100 percent more than the previous all-time high.

AIR FAX: *Sponsor:* Lukens Steel Co.

Station: WFIL, Philadelphia, Pa.

Power: 1,000 watts.

Population: 2,081,602.

COMMENT: When the bands begin to play is a good time to reap the harvest of patriotism planted during peacetime in the hearts of Americans. While Navy "E" Awards are wonderful morale builders for company employees, these same celebrations can also build civilian morale at one and the same time. Truly a vital link in the defense effort is the man behind the production line, and the sponsor here, wisely, paid widespread tribute to him.

Men's Wear

FIGHT BROADCASTS Hats, razors, other products of a similar nature, have built up national distribution through sponsorship of ringside events. Beaten to the punch was the regional sponsor because big-time business had taken on championship of the champions, and no crumbs fell from the advertising training table for more modest advertisers.

When WSTV, Steubenville, O., installed special facilities at its transmitter site, making FM pick-ups and rebroadcasts possible, SPEAR & Co. tossed its hat in the ring for its men's wear department. On the night of the Bobo-Franklin fight in Pittsburgh, Pa., Steubenville fans had ringside seats. Sponsored by SPEAR & Co., blow-by-blow accounts of the event were carried over WJPA, Washington, Pa., and WSTV, Steubenville, through FM transmission and rebroadcast.

AIR FAX: *First Broadcast:* March, 1942.

Sponsor: Spear & Co.

Station: WSTV, Steubenville, O.

Power: 250 watts.

Population: 50,878.

COMMENT: Out of the experimental class is static-free, non-fading Frequency Modulation radio. While FM will not be commercially important to the local sponsor until tens of thousands of such sets are in use, here is one example of FM's present-day usefulness. In the offing is increased use of such hook-ups for regional commercial program transmission. Novelty gets such programs off to a good start, and sports fan enthusiasm does the rest.

Sustaining

VICTORY CUP When "the champ" of any of the major or minor American sports pays the hometown a flying visit, hundreds flock to pay homage. Pretty much put on the shelf is the local champion. In Fitchburg, Mass., however, record holding athletes no longer get the cold shoulder from the homefolk. *The reason:* WEIM's *Victory Cup*. Each year Fitchburg citizenry turn out at a city wide testimonial honoring its most outstanding athlete. Presented this year for the first time, United States and North American speed skating champion, Carmelita Landry, copped the honor.

Bursting their buttons with pride were the French-Americans present at the City Hall when the local Mayor, Councilmen and Skating officials paid verbal tribute to blade champion Landry, whose bread-and-butter work is with the LOUIS DEJONGE PAPER MILL. When WEIM's spokesman Joan Adams paid tribute in the French language, enthusiasm reached the boiling point, burst out in applause that hit the rafters.

AIR FAX: *First Broadcast:* April 20, 1942.

Broadcast Schedule: Monday, 8:15-9:00 P.M.

Station: WEIM, Fitchburg, Mass.

Power: 250 watts.

Population: 40,692.

COMMENT: Good will builders of the first water are such special events broadcasts as this. While the flames of local pride need to be fanned to reach white heat, such manifestations are the cement which help bind a community together. (For pic, see *Showmanscoops*, p. 238.)



SHOWMANSHIP IN ACTION

Promotions and merchandising stunts that will lift a program out of the ordinary.

Beverages

GRAIN BELT SPORTSCAST When the MINNEAPOLIS BREWING Co. opened up its branch office in Sioux City, Ia., all set to *Roll Out the Barrel* was branch manager Leo Bastien. Step Number 1 in whetting the thirst of Sioux Citians: a nightly *Grain Belt Sportscast* over KSCJ. Step Number 2 made a good advertising bet better.

Forty bottles of GRAIN BELT BEER are given free to the first 20 patrons in each of two taverns announced on each night's broadcast. *Showmanstunt*: each tavern handling GRAIN BELT BEER is given a number, and the numbers are placed in a barrel. Twice during each broadcast Program Director Larry Coke *Rolls Out the Barrel*, pulls out a number. The first 20 patrons in the taverns whose numbers are up get free bottles of GRAIN BELT. *Solace to the thirsty*: if more than 20 are in the tavern when the number is drawn, all get free beers. Once a number is drawn, it is left out of the barrel for several days, then put back, giving distributors a chance for a repeat.

Good will builder: dealer's tavern, and the tavern dealer himself get good plugs when the numbers come out of the barrel. Listeners are urged to go at once to get a chance at the free beers, are reminded that the welcome mat is always out.

Skyrocketing sales figures indicate that listeners, too, *Roll Out the Barrel*. One

month after the start of the series, Branch Manager Leo Bastien skoaled: "Outlets selling GRAIN BELT BEER in Sioux City, alone (exclusive of grocery stores) have jumped from 44 to over 80. Sales are now double what they were last year."

AIR FAX: Sportscaster John McEwen gives the sports low-down on this quarter-hour stint.

First Broadcast: January 26, 1942.

Broadcast Schedule: Monday through Saturday, 10:15-10:30 P.M.

Preceded By: News.

Followed By: Music.

Sponsor: Minneapolis Brewing Co.

Station: KSCJ, Sioux City, Ia.

Power: 5,000 watts.

Population: 83,110.

Agency: Batten, Barton, Durstine & Osborn, Inc., Minneapolis, Minn.

COMMENT: While sports are a tested medium for securing mass sales distribution, showmanship is one explanation for the jigtime success of this show. Sponsor's idea of directly stimulating dealer outlets with free beers creates invaluable good will. (For pic, see *Showmanscoops*, p. 238.)

Men's Wear

PRESSBOX QUARTERBACK Back in football's ancestry is a game played on Bigside Field at Rugby, England. History has it that the first man ever to pick up a ball, run with it was one William Webb Ellis. Another branch from football's ancestral tree is the *Wall Game* which had its birth on the playing fields of Eton. Through the slow process of evolution, the game known today, came into being. By the time Eton got around to sending a football team to play against Yale in 1873, the two teams had few rules in common. By game time,



some Yale rules and some Eton rules had been adopted. *Victory for Eton*: adopted was its 11-man-team, instead of Yale's 15-man-team.

Football has had eleven players ever since, but in all parts of the country, each Saturday usually sees one man emerge as *The Player of The Week*. When EASTERN SILK MILLS took to the KTSM airwaves in El Paso, Tex., *The Player of the Week* was a feature of its show. Selected by the station personnel from one of the local high school or college games of the preceding weekend, *The Player of the Week* was interviewed on the show, awarded a Loafer Jacket by EASTERN SILK MILLS. Each of the five high schools and the local college was represented at least twice in the selection of *The Player of the Week*. In most cases, the school coach appeared on the program with the honored player.

Throughout the entire campaign, a voting contest was conducted to determine *The Player of the Year*. Up to the ballot box in the sponsor's store stepped football fans to cast ten votes for each 50 cent purchase. At season's end, player with the greatest number of votes was awarded a \$25 merchandise order.

Commercial copy was confined to sportswear items that appealed to the high school and college person.

AIR FAX: Major portion of the quarter-hour was devoted to football oddities.

First Broadcast: September, 1941.

Broadcast Schedule: Monday, during football season, 7:00-7:15 P.M.

Sponsor: Eastern Silk Mills.

Station: KTSM, El Paso, Tex.

Power: 1,000 d.

Population: 105,136.

COMMENT: While All-American ratings are the goal of big-time teams, each community has its own heroes to whom fans are eager to pay homage. Here is an excellent way for a sponsor to fan the flames of pigskin enthusiasm, call the signals for his own business increase at one and the same time.

SAMPLE SCRIPT AVAILABLE

SPORTS SERVICES

RADIO EVENTS, INC.

535 Fifth Avenue
New York, N. Y.

DICK DUNKEL FOOTBALL FORECAST *Nation's No. 1 Spot Sport Show*. Featured on 114 stations in 1941. Based on famous Dunkel Rating System (annual pre-season forecast in *Life Magazine*). Service consists of (1) three 15-minute scripts each week, and (2) forecast sheets imprinted with sponsor's own advertising. ATLANTIC REFINING COMPANY, eastern sponsor for the last seven years, gets 1,250,000 weekly calls. It has taken 15 years to make this tremendous football spot show possible.

NBC RADIO-RECORDING DIVISION

RCA Building

Radio City

New York City

TOUCHDOWN TIPS For sponsors in search of an advertising medium to carry the ball across the sales goal set for this year's fall season, *Touchdown Tips* now in its third season (1942), is top-scorer. Sports commentator Sam Hayes forecasts winners and scores of some 30-odd games from coast-to-coast during each of the fast-moving broadcasts, adds an amusing *Gridiron Grin* and other interesting highlights. Thirteen quarter-hour programs for broadcast each Friday during the college football season; provision for three live commercials.

FREDERIC W. ZIV

Radio Productions

2436 Reading Road

Cincinnati, O.

ONE FOR THE BOOK When a current transcription series is immediately scheduled by 47 stations, it's *One for the Book*. Series consists of 390 five-minute sports episodes by America's No. 1 sports commentator Sam Balter. Sam Balter gathers, writes and broadcasts human-interest, exciting, tense moments in the world of sports similar to his *Once in a Lifetime* series which Balter broadcast four years on an 82-station network. Stories time approximately three minutes, leaving ample time for commercials. Baseball, football, basketball, racing, golf all become *One for the Book*. Program may be used as a five-minute show once or many times a day. It may also be adapted as a human-interest feature for a regular quarter-hour sports program. Three episodes may be used together for a quarter-hour show.



PROOF O' THE PUDDING

Results based on sales, mails, surveys, long runs and the growth of the business itself.

Finance

HIGHLIGHTS AND HEADLINES When the COMMERCIAL BANK of Ashtabula, O., took to the WICA airwaves with *High-lights and Headlines*, it felt that the Sunday 1:15 P.M. quarter-hour was a good time to catch would-be investors at home. Now in its second year of sponsorship, 1941 was the biggest year in the bank's history!

With the UNITED PRESS weekly news review as his mainstay, COMMERCIAL's secretary-treasurer J. R. Wyman, presents his weekly parcel of news. A sound montage of bank machines opens the program, ending with a buzzer and a girl answering a telephone. Call is taken by bank newscaster Wyman, who answers *live* with the announcement that any banking transaction will be handled by any teller at any window. A station announcer gives the opening, middle and closing commercial, as well as the sign-off.

AIR FAX: *First Broadcast:* 1940.

Broadcast Schedule: Sunday, 1:15-1:30 P.M.

Preceded By: Ave Maria Hour.

Followed By: Matinee Dance.

Sponsor: Commercial Bank.

Station: WICA, Ashtabula, O.

Power: 1,000 watts.

Population: 23,301.

COMMENT: Sponsors with mike presence, good voices and pleasing personalities frequently find that the added personal element which comes with their own appearance on their own show produces splendid results. For others, radio can build personalities endowed with qualities of voice, manner and salesman-

ship. It is up to the sponsor, however, to promote these personalities with as much energy as he would promote himself. The end-result is the same: *better business from radio.*

Grocery Products

BASEBALL PLAY-BY-PLAY For four of its five years of sponsorship of Oakland, Cal., baseball games in the Pacific Coast League, GENERAL MILLS co-sponsored with the B. F. GOODRICH Co. Came the opening of the 1942 season, with tire shortages putting GOODRICH on the bench for the duration. Up to home plate stepped GENERAL MILLS, batted out the homeruns to KROW listeners for its sixth consecutive year. This year it went previous years one better: heretofore, KROW broadcast only the Oakland club's games. In 1942: broadcast were both San Francisco and Oakland games. Month after season's opener, the SIGNAL OIL Co. stepped into the pitcher's box, took on co-sponsorship.

Secret of GENERAL MILLS, INC.'s, advertising success: carefully devised, thoroughly executed promotional plans. Prior to the season's opener, GENERAL MILLS representatives, KROW executives and baseball announcers map out the summer advertising campaign over the conference table.

Announcers are drilled to letter-perfection with every phase of commercial copy to be used. Recordings are utilized; announcers check technique and selling ability as it will actually be miked. Visits to grocery outlets help them comprehend the competition with other brands and the job to be done. GENERAL MILLS heavily personalizes its announcers on the theory that the announcer is WHEATIES. First seasonal promotion: *Welcome Back Week* for the Oakland baseball team upon its return from training camp. Street parades, banquets and pep meetings with the Oakland Boosters Club, an active participant, are a part of the picture. Thousands of fans jam-pack SWEET's BALLROOM for the annual baseball rally, with KROW's best air-shows and most popular personalities

heralding the return of King Baseball to the local sports scene.

AIR FAX: *First Broadcast:* 1936.

Sponsor: General Mills, Inc.

Station: KROW, Oakland, Cal.

Power: 1,000 watts.

Population: 432,898.

Agency: Westco Advertising.

COMMENT: In spite of wartime censorship, play-by-play broadcasts of sports events successfully carry on for their sponsors. Already apparent: that colorful, on-the-scenes broadcasts are possible, even if announcers can no longer linger on the weather. (For pic, see *Showman-scoops*, p. 239.)

Meats

BASKETBALL TOURNAMENT In December of 1891, a Canadian athlete whose football exploits had won him eastern huzzahs at the Springfield, Mass. YMCA, devised the game known today as basketball. He was the late Dr. James A. Naismith.

Hoosiers, particularly, have come to know and love this great indoor game. Each year almost 800 high schools enter the festival of tourneys which lead up to the super-regional and state final high school basketball tournaments. *Surest way to net profits in Indiana:* sponsorship of this event.

No doubting Thomas was the PETER ECKRICH & SONS, meat packers, when it took on sponsorship of the super-regional and state finals broadcasts, but it was willing to be shown, via WOWO, Fort Wayne.

Hook by which the company determined consumer reaction to these broadcasts: *Hilliard Gates Basketball Booklet*. Mentioned on all tourney pickups, the handbook featured an article by sportscaster Gates, also included championship records, medal winners, basketball oddities, other assorted statistics. Center insert featured ECKRICH FRANKFURT menus and recipes. No dribble was the response to the ECKRICH offer. Caged were 45,000 copies!

AIR FAX: *First Broadcast:* March, 1942.

Sponsor: Peter Eckrich & Sons, meat packers.

Station: WOWO, Fort Wayne, Ind.

Power: 10,000 watts.

Population: 117,246.

Agency: Bonsib Advertising.

COMMENT: Not restricted to Indiana is public enthusiasm for this sport. The 1941-42 season found the game played as a major sport in more than 1,700 colleges and 18,000 high schools. During the campaign, more than 90 million fans attended games.

Participating

SPORTSPAGE OF THE AIR That listeners know a good thing when they hear it is vouched for by seven Washington, D. C., firms whose participating program is heard over WOL. Proof that *Sportspage of the Air* is an A-1 advertising medium: *these seven firms have been advertisers on the program for more than five years!*

Never still are the ponies, and throughout the year race results are given. When baseball, football, basketball and other seasonal sports are in the spotlight, sports announcer Russ Hodges dishes up results to his afternoon listeners.

With accent on sports, the six-times weekly show running from 1:00 to 5:00 P.M. also features recordings and musical transcriptions. Interspersed are commercials plugging everything from clothes to night clubs.

AIR FAX: For his ability to cover sports on the air, ace announcer Hodges was presented a special *Variety* award plaque.

First Broadcast: 1935.

Broadcast Schedule: Monday through Saturday, 1:00-5:00 P.M.

Preceded By: Varied.

Followed By: Varied.

Sponsors: Phil Boby Clothing Co.; Gayety Theatre; Lichtman Theatres; Eli Rubin Optical Co.; Dude Ranch Night Club; Heurich Brewing Co.; Marvin's Clothing Store, others.

Station: WOL, Washington, D. C.

Power: 1,000 watts.

Population: 521,886.

COMMENT: Music and sports make an effective combination for sustained listener appeal. A four-hour long show gives ample time for the messages of numerous sponsors to be heard and digested by sports fans and music appreciators alike.



JOHNNY ON THE SPOT

News, reviews and tips on spot announcements in this column.

NOT SKITTISH ON SKITS

Long had the SCHIFFER CLOTHING Co., Lewiston, Idaho, turned a cold-shoulder to radio advertising. Luke-warm officials at long last agreed to listen to the WALTER BIDDICK Co.'s *Men's Credit Clothing Skits*. Forty minutes after KRLC representatives had set up auditioning equipment, SHIFFER CLOTHING signed on the dotted line. Contract was for the 26 BIDDICK skits, plus 26 programs to boot! Transcribed skits, such as these, enable local sponsors to compete for attention with big-time national users. *What's more:* the cost of the recordings to each individual sponsor is only a fraction of the total production cost.

WORDS FOR WAR

While the course of battle on far-flung fronts makes the situation more or less critical for The United Nations, *awareness* of those battles is what whips up the fighting spirit among warring peoples. Radio's part is to help disseminate this knowledge, help create a do-or-die spirit among patriotic Americans. Since people must be reminded not once, but many times, war announcements step to the fore.

Effectiveness of such announcements steps up when the continuity is personalized, or written in the style of a personality or a program. What rings the bell on a woman's hour doesn't carry a knock-out punch on a sports review. To command a larger, more receptive audience than generalized routine announcements, continuity is best closely integrated to program content.

A pocketful of successful copy is *Words for War* made available to the broadcasting industry through WOR's Promotion and Research Department.

SPOT PAINT SPOTS

Pattern for many paint companies who turn to radio: spot announcements during the peak season, or a 13-week program that blossoms with the spring flowers. Not so is it for THE ROEMHILDT PAINT & GLASS Co., Dayton, O. Manager Rudolph Roemhildt uses a WING schedule of two per day, six days per week, the year 'round. Station breaks are timed for 9:00 A.M. and 12:30 P.M.

Check on radio's worth consists of watching for calls and comments on new brands and products announced via radio. *Sponsor's considered opinion:* customers are brought in sufficient numbers to make radio a profitable venture.

Tie-in for THE ROEMHILDT Co.'s dealers in Dayton and near-by towns: each announcement features the names of one Dayton dealer and one out-of-town dealer who handle the products. *Good will builder:* ROEMHILDT gives it spots to different groups on occasion. *Example:* Hardware Week or Clean-Up Week. Plan has clicked for six years to date.

ADVICE

(Continued from page 223)

One of the biggest advantages of departmentalized radio programs: *flexibility*. When you throw all your eggs into one basket, results are difficult to check, mistakes far more costly.

Most department stores try to duplicate newspaper results on "peanuts." Let them buy a fifteen-minute program and immediately they shove everything from diapers to davenportes into the program. In newspapers, that's *omnibus advertising*. In radio, it's *ominous*. Concentrate, instead, on *one* department, the one that can obtain the most good from the particular program's audience. That's the one way, the only way, the department store can get a fair test of radio's selling prowess. That's the only way radio can expect to build the department store into a big advertiser.



YOURS FOR THE ASKING

Address: Radio Showmanship, Showmanship Bldg., 11th at Glenwood, Minneapolis, Minn. Please enclose 10 cents in stamps for each script to cover the cost of mailing and handling.

SAMPLE SCRIPTS AVAILABLE

Automobiles—Mr. Yes and No. (Sept., '40, p. 32).
Automobiles (Used)—Heartbeats in Sport Headlines (Apr., '42, p. 140).
Auto Supplies—Jack, the Tire Expert (May, '41, p. 135).
Bakeries—Musical Arithmetic (Feb., '41, p. 72).
Bakeries—Southern Plantation (Sept., '41, p. 289).
Beverages—Pigskin Prevue (Ju., '41, p. 222).
Building Materials—Homers at Home (Feb., '41, p. 58).
Chambers of Commerce—Clifton on the Air (Jan., '42, p. 19).
Chiropractic—The Good Health Program (Mar.-Apr., '41, pp. 110, 112).
Dairy Products—Junior Town (Dec., '41, p. 136).
Dairy Products—Kiddie Quiz (Ju., '41, p. 214).
Dairy Products—Young American's Club (Nov., '40, p. 110).
Dairy Products—Wealth on Wheels (Nov., '41, p. 361).
Dairy Products—Book Exchange (Mar., '42, p. 96).
Department Stores—Hardytime (Sept., '40, p. 35).
Department Stores—The Pollard Program (Aug., '41, p. 238).
Department Stores—Woman's Hour (June, '41, p. 178).
Department Stores—Down Santa Claus Lane (Oct., '41, p. 326).
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Department Stores—The Waker-Uppers (Dec., '41, p. 379).
Drug Stores—Five Years Ago Today (Dec., '40, p. 146).
Farm Supplies—Feed Lot Question Box (Nov., '41, p. 359).
Finance—Jumping Frog Jubilee (Aug., '41, p. 253).
Finance—Saga of Savannah (June, '41, p. 187).
Finance—Something to Think About (Aug., '41, p. 245).
Finance—Spelling for Defense (Mar., '42, p. 97).
Flowers—An Orchid to You (Sept., '40, p. 35).
Fuel—Smoke Rings (Dec., '40, p. 126).
Furs—Cocktail Hour (Aug., '41, p. 258).
Furs—Hello Gorgeous (Jan., '42, p. 32).
Gasoline—Home Town Editor (Oct., '40, pp. 73, 74).
Gasoline—PDQ Quiz Court (Dec., '40, p. 134).
Gasoline—Your Safety Scout (Apr., '42, p. 130).
Gasoline—Dunkel Football Forecast (Ju., '42, p. 247).
Groceries—Food Stamp Quiz (Sept., '40, p. 33).
Groceries—Matrimonial Market Basket (Dec., '40, p. 154).
Groceries—Mystery Melody (Sept., '41, p. 290).
Groceries—Mystree Tunes (June, '41, p. 163).
Groceries (Wholesale)—Hoxie Fruit Reporter (Jan., '41, p. 34).
Groceries (Wholesale)—Market Melodies (Oct., '40, pp. 73, 74).
Groceries (Wholesale)—Women's Newsreel of the Air (Oct., '40, p. 63).
Groceries (Wholesale)—Kitchen of the Air (Jan., '42, p. 25).

Groceries (Wholesale)—Golden Light Money Man (Apr., '42, p. 133).
Hardware Stores—Dr. Fixit (Nov., '41, p. 360).
Jewelers—The Man Behind the Music (May, '42, p. 157).
Laundries—Rock-a-bye Lady (Feb., '41, p. 47).
Men's Wear—Hats Off (June, '41, pp. 178, 183).
Men's Wear—Press Box Quarterback (Ju., '42, p. 246).
Music Stores—Kiddies' Revue (Oct., '41, p. 306).
Newspapers—Do You Know the News (Apr., '42, p. 131).
Optometry—Good Morning, Neighbors (Jan., '41, p. 35).
Shoes—Campus Reporters (Aug., '41, p. 251).
Shoes—Mr. Fixer (June, '41, p. 148).
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The American Challenge (June, '42, p. 187).
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Betty and Bob (Oct., '40, p. 53).
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S

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IN SEVEN MONTHS 1968 OF



S howmanship



AUGUST 1942

25c

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NATIONAL BROADCASTING COMPANY
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N.Y.

IN THIS ISSUE . . . PROGRAMS AND PROMOTIONS USED BY

Dairymen's Co-Operative, Inc., Indianapolis, Ind.

Nutrena Mills, Inc., Kansas City, Kan. . . . Balentine

Packing Co., Greenville, S. C. . . . Plus 30 Others

{ FARM FEATURES }

MORE THAN A MAGAZINE . . . A SERVICE



YOUR BUSINESS AT A GLANCE

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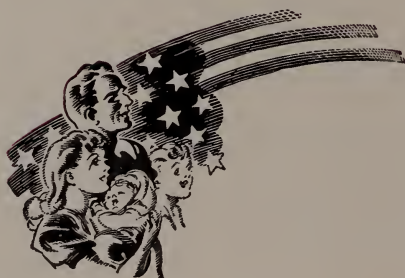


BUY

UNITED STATES

War

SAVINGS BONDS



... for your own personal security

... for your country's defense



Invest for **VICTORY**



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Successful Users of Radio Time
Institutionalize All of Their

Advice For Department Stores

Radio Offerings as a Part of a
Three-Point Merchandising Plan

THE editors of RADIO SHOWMANSHIP summarize the experiences of some of America's leading department stores who have used *radio* successfully. Suggestions are divided into three groupings. Last month, the importance of *departmentalizing* the radio program was stressed. This month, another suggestion is introduced.

INSTITUTIONALIZE YOUR RADIO CAMPAIGN

During the recent department store forum at the NATIONAL ASSOCIATION OF BROADCASTERS convention, all the department store executives were in agreement on one important point: *that radio advertising was excellent for institutional selling*. But, as one executive stated: "Institutional advertising is the 'icing on the cake'! It is something nice to do, but a retail advertiser may just as well do without it."

In the past few years there has been considerable discussion, *pro* and *con*, about the value of institutional advertising. Misunderstanding of the term exists. For one thing, *institutional* advertising is not the left-overs of a price selling campaign.

For example: a department store purchases a series of 60 spot announcements for a given week. It then proceeds to "peddle" 60 different items with those 60 announcements. Naturally no one item shows any marked sales increase.

But the department store is satisfied. It rationalizes that the store as a whole has gained some institutional value from the series.

Of course, that's not so. Repeating a store's name 60 times a week doesn't *sell* the store to the public as *institutional* advertising should. It merely reminds the public of a fact they already know: that the store is in business. *Reminder* advertising is one thing most department stores can do without. But *reminder* advertising is not *institutional* advertising. *Selling* a store as a whole is similar to selling a piece of merchandise. Every national advertiser knows the formula. You study your product carefully, then plan a campaign that will best *appeal* to the kind of people who are in the market for your product.

Department stores should follow the same tried and true formula. Study the store. Determine, as best you can, the store's "*basis for existence*." Find out the *reasons why* the store has a right to expect people to patronize it. Perhaps the store has established a reputation for style leadership! That's certainly a *basis for existence*. Perhaps the store has an unusual 90 day charge plan. That, too, is a sales point that should be pounded home time and time again to prospective customers.

(Continued to page 286)





Hitch Sales

1563 Broadcasts Chalk
Perry Kallison of the

A MILLION dollars worth of business in the last five years, but not one cent of actual profit sounds like a mismanagement nightmare, doesn't it? Yet, it is the story of Kallison's *Trading Post*, where all South Texas is permitted to buy or sell or "swap." At the rate of \$640 a day in actual value for the entire 1,563 broadcasts, money and chattels, farms, ranches, livestock and poultry have flowed through the hands of *The Old Trader* of Kallison's *Trading Post*.

● *Looking like anything but The Old Trader, the character which he portrays on the daily morning KTSA show, Perry Kallison broadcasts The Trading Post for San Antonio farmers and ranchers.*

Known by name to every rancher and farmer in the San Antonio trading area are the brothers, Perry and Morris Kallison, operators of the Kallison Brothers Department Store. While the store is their main concern, the brothers Kallison have another bow to their arrow. Both are farmers and ranchers, maintain one of the finest herds of pure bred Polled Hereford cattle in the country.

Neither Perry nor Morris has a middle name. Explanation given laughingly by merchantman Perry: "When we were born our parents were too poor to afford a middle name for us." Today, the Kallison Brothers claim to do the biggest business in ranch supplies of all stores in the great Southwest.

The Kallison brothers, Morris and myself, operate a department store which caters to country trade. Along with western clothing, KALLISON's sells plumbing fixtures, furniture, hardware, refrigerators, radios, carpets, rugs, fishing tackle and harness, washing machines, shoes, poultry supplies and stock medicines. It is a fact that almost every farmer and rancher in the San Antonio trading area knows of KALLISON's store. But that's jumping ahead of our story.

Five years ago, we got the idea that there was a definite need for something like *The Trading Post*, because it was not unusual for farmers with things to trade to come to the store and make use of its bulletin board for that purpose. But the bulletin board was limited in scope. Radio seemed to provide the ideal medium. A program, 7:00 to 7:20 each weekday morning on KTSA, provided a meeting ground for interested people throughout our entire trading area. We covered hundreds of square miles with this one program. It would have taken a combination of many rural and metropolitan newspapers to do the same job.

A casual listener, hearing our program for the first time, would hardly suspect it of being *commercial*. Most of my time is devoted to reading mail and lists of names of those who have recently been in the store to buy or just to visit. The store maintains a big "guest" book for this purpose. I also talk about the trends in livestock sales or crop conditions. Occasionally, there's a tip to farmers regarding some new fertilizer, stock medicine or poultry food. Again, I might talk

TRADING POST

7% Business Increase Writes Brothers Department Store

to the farm wife about some labor saving device or a new churn or cream separator. In cases like these, I tie-in the store with a suggestion that the particular item can be bought at KALLISON's. Every broadcast concludes with an invitation to make the store headquarters for those who visit San Antonio. Our management follows through by providing for the convenience and comfort of every visitor whether he buys or not.

It all sounds like a very simple format, and it is. Its simplicity is its success, and it reaches only the people who might be interested. But KALLISON's department store has stepped up its business to the point where it has been necessary to enlarge the store twice during the five years that the program has been on KTSA,

and we will not deny, that our business has increased over 300 percent.

The Trading Post, actually, is a clearing house for information. Those who have things to sell or trade, write in with a full description. Those who want to buy or accept a trade do so by merely phoning, wiring or writing to *The Trading Post* and we see that the letters are properly exchanged. Thus, tractors have been traded for layettes and windmills for pigs. Prize livestock has been sold, and herds of cattle have been traded for black land farms.

Among other notable achievements was the disposal of a \$50,000 ranch. Once the store acted as the central agency for materials distributed by the Government for the eradication of rodents, and this, incidentally, at no profit. But of all the things which have interested and entertained the many thousands of listeners is the story of the time that *The Old Trader* found a wife for a lonely rancher. As far as we know, they are living happily ever after. Many have sent money to the program, others have offered commissions, but to all, if we think the story or the "swap" offered is worth mention, it is free and wide open for the good will it builds for the department store.





Best Bu

Syndicated Radio Marke

Ralph Backstrom, Econon

SUNLIGHT was just striking the corrugated metal roofs of the market stalls when the party began. It was a different kind of party; different because it was held in the St. Paul municipal market; different because it started at 6:00 A.M.; different because city-wide invitations had been sent by radio to all housewives.

And different because it wasn't just a party. Actually, it was a part of a radio service that was helping to move fresh vegetables and fruits from display counters of every grocery and market in Minneapolis and St. Paul, Minn.; it was also serving as a special aid to the periodic problem of producers and growers whose fresh fruits and vegetables glut the markets in good growing seasons and must be disposed of at poor prices or outright loss.

Meeting in front of the market master's office, the women gathered about a hand microphone held by the conductor of a woman's radio program. Many were interviewed, along with public officials and farm staff members of the University of Minnesota. The following week this 15-minute transcription reached thousands of Northwest listeners.

A market trip through the stalls followed, and with a few tips from the experts, the women took a hand at judging for themselves. Winners walked away with baskets of home grown produce after being interviewed at the radio mike.

Two weeks of reminders over all seven Twin City radio stations had at-

tracted more than 500 housewives, and a similar party a week later brought more than 100 women to the Minneapolis market. They were listeners to the "best buys" marketing-radio news service inaugurated two years ago.

The first service in the country with all stations in the area cooperating, it reaches thousands daily from May to October with the tagline, "*Furnished you as a public service feature by the Minnesota Agricultural Extension Service and Station XYZ.*" (Listeners continually ask for a year-around service which will include a survey of food shipments from out-of-state.)

Radio time on the vegetable-fruit reports totals approximately 100 minutes per week at an estimated value for the season of \$8,500 based on commercial time rates. This service is especially effective because it is worked into established radio programs for women. One of the popular programs carrying "best buys" is Ann Ginn's *Around the Town* heard daily at 9:30 A.M. on WTCN.

The material takes up only about two minutes of radio time, but grocery men maintain that those two minutes pay dividends; when broadcasts mention a certain "best buy" fruit or vegetable, in an hour's time there is a definite increase in the demand for that particular product!

Here's the way those two minutes evolve. When most Twin City housewives are getting early morning sleep, I am on the job down at the city market



uuild Business

Housewife's Friend Says
Marketing at "U" of Minnesota

getting "best buy" tips which help them make out morning shopping lists a few hours later. At 6:00 A.M., radio station announcers on duty receive their first report.

Report sheets have been supplied radio stations, and from these, I read supply, quality and budget ratings, as well as additional comment on vitamin content or on cooking tips for "best buys." The radio announcer on the other end of the wire writes down this information on identical report sheets, and

his two-minute syndicated announcements are then ready to be passed on as helpful hints to the homemaker's menu. During canning season, food values and recipes for preserving are emphasized. This



spring the program stressed the defense value of nutrition.

For the housewife's kitchen there is a handy tack-up card listing the chief sources of vitamins A, B, C, D, and G, as well as what the contribution of each vitamin is. Bottom of the card lists average peak dates for locally grown fruits and vegetables. Also listed are the eight radio programs which carry *Best Buys* information. Radio guide names the station, kilocycles, time and program.

Wide recognition has come to the radio stations, the extension service and the municipal markets as a result. Similar services have since been established in other states including Wisconsin, Arkansas and Illinois. Harriet Elliott,

Up-with-the-birds-Ralph Backstrom is on the job at 5 A.M. at Twin City municipal markets to get "best buy" tips for radio listeners. Rubbing elbows with



farmers, truckers, wholesalers and grocers, Backstrom, a marketing specialist working in several counties near the Twin Cities, gets the consensus on home grown fruit and vegetable supplies. He gets a bang out of finding real food bargains to pass along to homemakers. His job is a part of the Agricultural Extension Service of the University of Minnesota.

Although he brings home the bacon, that's not all. Usually, there are a sack of string beans, a basket of tomatoes and a bunch of celery in his arms. With "best buys" his business, it's no wonder he does all the shopping for his family's kitchen.

Daddy Backstrom is proud too, of how his young sons, Jim and John, rate vegetables "tops" and check a vitamin list in the kitchen cupboard to see who can get most of the ABC's.

Consumer Commissioner of the National Defense Advisory Council, has expressed interest in a nation-wide program of a similar nature. Because high standards of health are especially important at this time of emergency, the marketing radio service can do much toward informing housewives of good vitamin buys.



MR. Pig Goes to Market

2,400 Quarter-Hours Bring Home the Bacon Writes R. Q. Glass, Sales and Adv. Mgr. of the Balentine Packing Company, Greenville, S. C.

*"Balentine's products, folks all like 'em so,
Sister, dad and mother, also brother Joe. . . ."*

At the end of this season, that theme song will have identified *Balentine's Aristocratic Pigs* for the 2,400th time through radio homes in South Carolina, North Carolina, Tennessee and Georgia. It was in 1933, when WFBC first took to the airwaves in Greenville, So. Car., that the BALENTINE PACKING CO. went on the air with a group of musicians.

To begin at the beginning, let's go back about 33 years before all this took place. At the turn of the century we had just opened a small corner meat market. That business prospered and grew into a local chain of markets. By 1918, the BALENTINE PACKING CO. was ready to open its wholesale outlet. Two years later, we went "the whole hog," closed our retail markets and turned all our energies to the new wholesale business.

Not long after that, in 1927, *The Aristocratic Pig* was born. *The Aristocratic Pig* was and is proud of his name. He stands erect, his body is cleanly shaved, he wears a monocle and a top hat, and carries a cane and gloves. True aristocrat that he is, when you see his picture, you forget the hog-wallow, or the odors of the slaughter house and you see a gentleman. For BALENTINE'S, he was the answer to our entire business philosophy.

We set a high business standard for

ourselves. We want to give our customers the finest meat available, and when they buy BALENTINE'S products we want them to feel that they are getting *only* top quality meat. Then, let all the men who work in the plant and all the men who sell our meat, in short, everyone connected with BALENTINE'S, be honest. So, along came *The Aristocratic Pig*. That pig, today, is an advertisement in itself. His familiar, gentlemanly pose is instantly recognized in any part of the state. With this new trade mark came the need for more far reaching distribution.

People from outside the trading area had heard *The Aristocratic Pigs* on WFBC, and had seen reproductions of the Pig on the highways. So, in 1939, *The Aristocratic Pigs* moved to Columbia for their daily broadcast. Today, the 12:15-12:30 P.M. broadcasts, Monday through Saturday, are fed to WFBC, WCRS, in Greenwood, and WOLS in Florence.

Between January and June of last year, with no special offer, *The Pigs* drew nearly 24,000 pieces of mail; 23,680 to be exact! The normal mail response keeps three girls working overtime. Besides their broadcasts, *The Pigs* play personal appearances in schools all over the state. In five years, they have had *one* open date, and that one they made just for a rest!

One of the biggest reasons for the continued success of *The Pigs* is the high plane on which their programs are kept. To begin with, the members are very



● Township Auditorium is no small place. When *The Aristocratic Pigs* put on a free show there, made a one-time WFBC announcement of the event, assembled was the second largest crowd ever housed under its roof. First honors went to Eleanor Roosevelt on the occasion of one of her talks.

carefully chosen, and all are accomplished musicians. Fisher Hendley is the champion banjo player of the South-eastern states, for example, and Uncle Ezra is champion accordianist. All the other men are equally good. This six-piece orchestra gives out anything from hillbilly to light classics, with a complete repertoire of 1,400 tunes.

The Pigs take a vacation every year, usually from the last of June until the middle of September. Last June, on the day before the final broadcast of the season, Fisher invited all of his friends to come in for the last broadcast. Early the next morning, hours before broadcasting time, every hall, studio and office was packed with visitors for this last broadcast. They filled all available space in the building and were packed for one solid block outside the studios in the street. When *The Pigs* went on the air at 12:15 P.M., Fisher announced that to

be sure that everyone had a chance to see *The Pigs* in person, a free show would be put on the next day in Township Auditorium.

Now, Township Auditorium is no small place; it can and has held a lot of people at one time. The next day, from that one invitation on the air the previous day, Township Auditorium was packed with the second largest crowd ever assembled there. The crowd was second only to the one gathered from several states to hear Mrs. Roosevelt on the occasion of one of her talks!

Yes, the BALENTINE PACKING CO. has grown in a relatively short time from a corner meat market to one of the South's largest packers of meat and meat products. Of course, we give a great deal of the credit to *The Aristocratic Pigs*. And *The Pigs* are nowhere near their peak!

D^ruggist Prescribes Radio

Customers from a 100-Mile Radius; Sales Upped 100% in Two Years, Writes R. L. Stoick of the Stoick Cut Rate Drug Store

"RHYNIE STOICK says: 'We don't meet prices—we beat them!'" That's the selling slogan we use to usher in every radio program sponsored by STOICK CUT RATE DRUG STORE, a store which, I'm proud to say, has built its business, in a highly competitive market, on radio advertising.

"You'll never make a go of it," they told me, back in May, 1939, when, after 17 years as a pharmacist in the drug stores of others, I decided to go in business for myself. Missoula, Mont., is a town of 18,000. There were all ready ten drug stores in the city, all well established. But I wanted a business of my own, and I went ahead.

From the very first I went in for radio advertising. There were two reasons behind this. First, I had seen, during my service in the drug stores of others, the efficacy of radio advertising through the consumer demand for radio advertised products over others. The other factor was that all my competitors were using newspaper advertising, and I felt that eleven drug store ads, all competing with each other in one local daily newspaper were too much. Although other drug stores were also on the air, the spacing that radio can give, and the varied circulation throughout the day, made radio my best bet.

I called in a member of KGVO's sales force, and together we worked out a budget which we felt that I could afford. It was a modest budget, as advertising budgets go, but it was consistent, and it kept reminding folks that Rhynie Stoick

"beats prices" instead of meeting them. That slogan, promoted entirely by radio, has been worth thousands of dollars to me, and only this year I registered it in order to prevent infringement by a competitive firm in another town who draws business from the same territory I serve.

As my business grew, I continued to appropriate more money to advertising, and while I did some spasmodic newspaper advertising, most of my budget was spent on radio. From spot announcements, I graduated, in October, 1939, to the use of two five-minute programs weekly. I found that the response to my programs, in proportion to cost, was far superior to spot announcements, and in December, 1940, we increased our schedule to three five-minute programs weekly.

Last February, I felt that my advertising needed revitalizing, and I called in the Program Director of KGVO. Together, we worked out our present program, which just completed a full year on the air, and which I renewed for a period of another year on March 1. The program is titled *Stoick's Radio Almanac*, and that's just what it is.

We feel that the *Almanac* idea is particularly suited to a drug store, if for no other reason than the sub-conscious association with drug products which the word *almanac* has for everyone. Our *Radio Almanac*, which is heard six days a week, at 9:10 A.M., just preceding the mid-morning newscast, is built on a regular pattern of features. Up until censorship prevented, we opened with





● *Above . . .* Firm believer in the efficacy of radio advertising through consumer demand for radio advertised products over others is R. L. Stoick, of the STOICK CUT RATE DRUG STORE, Missoula, Mont.

● *Below . . .* Into the STOICK CUT RATE DRUG STORE come customers in ever increasing numbers. Daily radio programs turned the trick, put STOICK on top of the heap.



the weather forecast, a feature that has now been replaced. Other features include a beauty hint; an old household or superstitious remedy (followed by a subtle plug to consult your family physician, and then let us fill the prescription); a household hint; this day in Montana history; an odd fact, and a thought for the day.

Of course, these features are mixed with selling copy, featuring our special items for the day. We feel that this program is the most effective advertising we can do. The program is fresh and entertaining every day. Instead of being burdened with long-winded selling copy, it has brief, pithy sales messages interspersed with the entertainment and information. And of course, at the open and close it punches home that selling line: "Rhynie



● *An ardent sportsman is dimpled-chin R. L. (Rhynie) Stoick, owner and manager of the Stoick Cut Rate Drug Store, Missoula, Mont. The long, autumn hunting seasons in this sportsman's paradise usually find Rhynie in a duck blind, or on a pheasant run somewhere in Western Montana. Not one to labor, have nothing to show for it, Rhynie is quick on the trigger, always comes back with his limit.*

Genial and friendly, he makes a point of knowing every customer personally, is never too busy to stop to chat. Biggest embarrassment is when customers take literally the phrase used on his radio program: "Rhynie Stoick, editor and publisher of the Stoick Radio Almanac." He's called upon frequently to answer telephone calls asking: "What was it you said on your radio program this morning would take grass stains out of clothes?" To make sure he knows all the answers, he carefully studies the script of his daily radio show.

Stoick says: 'We don't meet prices—we beat them!'"

Since we started with the *Almanac*, we have used no other advertising, and our sales figures speak for the complete effectiveness of our program. March, 1941, the first month in which we sponsored the *Almanac*, showed a sales increase of 50 percent over 1940, while March, 1942, shows a 100 percent increase over 1940.

During the holiday season last year, we added an additional five-minute program daily to our schedule, promoting holiday and gift merchandise exclusively, and enjoyed the biggest Christmas business we have ever had!

Naturally, such a holiday promotion will occupy a permanent place in our plans each year from now on.

Consumers prefer to buy advertised brands and to patronize those stores which make the best impression with their advertising. And the most successful and the best managed companies are usually the most consistent advertisers. Certainly, consistency in advertising means quicker and more economical distribution of goods.

Of all the advertising mediums, radio has the edge for our business. Only in radio does the advertiser get full credit for editorial content. The entertainment comes from him, not from the medium. While the extra dividends paid by this extra factor of good will are incalculable, they are very real.

Only in radio, too, can the advertiser make a selection of the editorial frame and mood which will surround his sales message. For, in radio, the sales message gets its own built-to-order framework of good will. Finally, radio offers techniques available in no other medium for stepping up the sales message. Radio alone uses spoken salesmanship.

When customers come into our store from as far as 80 and 100 miles away to make a purchase and say to us, "So this is the store that beats prices instead of meeting them," well, then we're convinced that we're spending our advertising budget in the right place, on radio!

HOW TO REAP FARM DOLLARS

Doubling Feed Business in 3 Years Not Chicken-Feed Cites

Harry Truax, of the Indiana Farm Bureau Cooperative Ass'n

PERHAPS the wheat and grain markets, or the latest Chicago prices on poultry and eggs aren't critical issues for city folks, but such information is vital to farming communities throughout the country. While Bob Hope, Amos 'n Andy or Charlie McCarthy may be household words with the large rural radio audience, down-to-earth information on crop prices, discussions of agricultural developments, and interviews with leading farm personalities is the stock-in-trade of those whose job it is to fill the nation's bread basket. That this same listener group can be developed into an active consumer group has been the universal experience of countless radio sponsors whose shows dish up such bread-and-butter information. The experience of one station is a case in point.

In 1929, WFBM, Indianapolis, Ind., began to serve its potential rural audience with a series of noonday talks by representatives of agricultural organizations and government agencies. In 1930, recognizing a need for a program devoted to this audience, the station engaged Henry S. Wood to produce its *Hoosier Farm Circle*. For 12 years, the show has been broadcast daily, except Sunday. Given below are the experiences of a few of its sponsors who have reaped profits from their participating sponsorship:



FEED AND POULTRY

"During the three years that the FARM BUREAU was on the *Hoosier Farm Circle*, we had a most outstanding

growth in our feed business," cites Harry Truax, manager of the feed and poultry department of the INDIANA FARM BUREAU COOPERATIVE ASSOCIATION, INC. "In fact, during that period we more than doubled our feed business. In two specific instances, local organizations who had been handling other-brands of feed were forced to handle FARM BUREAU feeds because members coming into the store insisted that FARM BUREAU feeds be handled.

"Of course, we do not want to leave the impression that the radio program was 100 percent responsible for building this feed volume, because we do have a splendid organization over the entire state, and a well organized sales plan in practically every county. We were able through radio, however, to reach many members who did not know our feed story. This program was so popular that many, many folks were under the impression that Henry Wood was an employee of the FARM BUREAU.

"For more direct and tangible results, when I took over the Hatchery Department we had on hand about 20,000 started chicks which were a drug on the market at that particular time. We used the facilities of the *Hoosier Farm Circle* for advertising these started chicks. In a short time, they were all moved out of the batteries, and in some cases, folks who heard the program at noon came in the same afternoon to buy FARM BUREAU CHIX.

"In the third year of our program, the

Indiana Egg Law was passed, and we spent several days talking about this new piece of legislation and its benefit to both farmer and consumers. From a confidential but reliable source, we got the information that egg sales in Indianapolis showed a far greater percentage of increases than any other state in the Midwest at that particular season of the year. I am inclined to believe that it was this radio program which was responsible. One of the local stores told us that they had to increase the number of egg candlers to peak capacity to take care of the increased demand for graded eggs. A check on the time this increase took place revealed that it corresponded ex-

actly to the period which we used for the educational work."

DAIRY PRODUCTS

When the INDIANAPOLIS DAIRYMEN'S COOPERATIVE, INC., took on sponsorship of the *Hoosier Farm Circle* in cooperation with the INDIANAPOLIS MILK DISTRIBUTORS, it had two purposes in mind, according to Carl L. Hedges, manager. "First, we wanted to educate the dairy farmers in the activities of our organization, and secondly, we wanted to encourage city people to buy milk that was produced on our member-farms.

"Our survey in the rural district was made by our field representatives, and

● Harry Truax, manager of the INDIANA FARM BUREAU'S feed and poultry department, interviews a Southern Indiana farmer. Transcription was later heard on WFBM's *Hoosier Farm Circle*.

they found that the majority of our dairy farmers listened to the program. In the city of Indianapolis, we had the milk drivers make a survey of certain blocks in various parts of the city, and we found on an average that seven homes out of 20 were listeners to the program. In all, we considered the program very beneficial."

AIR FAX: Daily, except Sunday, the *Hoosier Farm Circle* gathers at 12:30 P.M. A portion of each day's half-hour program is devoted to musical entertainment by the *Hired Hands*. Farm commodity quotations, and general market information is aired by director Henry Wood, the only full-time radio farm editor in Indianapolis. The livestock market is prepared each day by the Department of Agriculture stockyards office, and includes latest information of the type the farmer wants and understands concerning grain, butter, eggs, vegetables and other farm products.

Each day, a period is assigned to some phase of farm life or work, as follows: *Monday*, a message from the local County Agricultural Agent; *Tuesday*, alternate weekly broadcasts from agents in all other central Indiana counties; *Thursday*, messages from officials of the Indiana State Department of Conservation; *Wednesday* and *Friday*,

a variety of speakers, such as experts from the Purdue University Agricultural Experiment Station, or outstanding farmers in the state; latest news from Washington A.A.A. and Department of Agriculture; district milk administrator; bee specialists; state entomologists, and others versed in the field of agriculture in the community and nation. Saturday is 4-H Club day, with representatives from various parts of the state taking an active part in the program.

First Broadcast: Fall, 1929.

Broadcast Schedule: Monday through Saturday, 12:30-1:00 P.M.

Preceded By: Gilbert Forbes and the News.

Followed By: Young Dr. Malone.

Sponsors: Penn. Salt Co. (Lewis Lye); Safe-Way Feed Co.; Pharmaco, Inc. (Chooz); Oyster Shell.

Station: WFBM, Indianapolis, Ind.

Power: 5,000 watts.

Population: 422,666.

COMMENT: With the farm market a boom market today, advertisers will find this a fertile sales field to cultivate.

● Henry Wood interviews a farmer for a direct pick-up on the *Hoosier Farm Circle*. Interviews with outstanding farmers in the state are featured on this daily half-hour show beamed at rural listeners.



Homey down-to-earth copy delivered by a just-folks announcer is a sure-fire formula for a successful farm show. Well established programs with a widely known, popular announcer who knows his onions have the extra advantage of a sizeable ready-made audience.

Farm associations with no direct consumer selling have found sponsorship of commercial radio profitable. Farming is the oldest and by far the greatest of all world industries, and the modern farmer regards himself as a businessman with a definite investment, an ever present overhead and a constant gamble on returns.

Radio offers a splendid opportunity to reach a large audience regularly. Such programs not only point the way to increased consumption, but also help bring rural and city people to a more

mutual understanding of the problems of each. While on the one hand, radio does an excellent job of public relations for such associations, on the other hand the potency of radio is such that one and the same program can increase consumption of farm products.

While other mediums provide similar information, an 18-month study conducted at Harvard University found that straight facts are better understood and more interesting when heard than when read. It also revealed that after 24 hours, people recalled advertising trade names better when they had been *heard* than when read. This survey also pointed out that people remember directions better and understand them more readily when they hear them than when they read them. These factors play a tremendous part in this type of show.



Farmer in the Dell

By Tod Williams

RECENTLY, I was called to consult with the advertising manager of a thriving establishment that draws largely on rural clientele. Radio was a new venture to these people. The head of the concern had been argued into it by his subalterns. He had grudgingly set aside a modest budget for this medium, simultaneously asserting that as yet he was not sure that radio was here to stay.

Before the brash young advertising manager had gone more than six paragraphs into his projected radio campaign, I was violently fascinated. This presumably intelligent man was speaking of *The Farmer* as if he were an inhabitant of Madagascar or the Islands from whence came Mr. Kipling's famous Fuzzy-Wuzzy.

His farm program was scheduled for three o'clock in the afternoon. It was to feature a noxious hillbilly band and a local character whose sole claim to comedic fame seemed to rest upon his ability to shrill the letter "s" through his teeth to point up a gag.

At that point I asked for time to mull it over. And I withdrew to recklessly expend many of the few remaining miles of my tires to make a score of calls.

I shall not honor the results of my calls with the designation of *A Survey*, but I am convinced that it represents a fair cross section of the area. Here are three family units that I believe are typical.

This husband and wife both represent the third generation on the same farm. He is 37 and she is 32. Both have attended Farm School and he has a degree from the Agricultural College. Their place is situated four miles from the community. Both attend the Methodist church regularly. She sings in the choir and does Guild work. She generally spends one afternoon in town a week at this. He is a Scout leader. It was noticeable that advertised brands were on the pantry shelves. They would be classed high in a mental group, and have diversified interests.

On farm No. 2, both the husband and wife come from a long line of agricultural families. They have just finished paying for the property. He has recently remodeled the kitchen and it would cause many a "city" housewife to quiver in jealousy. It is electrically equipped. The walls are lined with enameled-steel cabinets. The work counters are topped with stainless steel. The curtains, walls and linoleum present a staccato rhapsody of scarlet and white. The wife is so happy with her home that she professes only a slight interest in "town" doings. The latest issues of the home-making magazines were on the coffee table in the pleasant living room.

The folks on this third farm are renters. He's a bulking 28-year-old; his wife a blooming 22. She is the product of a nearby town. They met in high school which is the limit of their education. The "folks" live a couple of miles away. They are mentally alert and soak up new ideas avidly. They belong to the *Book-of-the-Month Club* and have a large radio-phonograph combination and a sizeable collection of records ranging from *concertos* to *pops*.

I was invited to join this latter family for noon dinner. My hostess brought on a large platter of home-canned Swiss steak. She got the recipe from a radio program. There were fluffy mashed potatoes, great rounds of homemade bread and an enormous pot of mouth-watering honey.

The husband came in from the back lot, washed noisily at the sink, and then snapped on the radio. He had deliberately timed himself to be in the house just before the *Noon News* period came on.

No more perfect opening could have been provided. I took a deep breath and plunged in. Four cups of coffee and a half-packet of cigarettes later, I came to the surface. These voluble folks had given me the key to what I was seeking. Its simplicity was so straightforward that it was amazing.

These people demonstrate that the good old days of *hay-foot*, *straw-foot* are gone. The motor car and the radio have virtually erased the yokelry that was the butt of vaudeville jokes no more than a score of years ago.

Today's agronomist has listening tastes that will compare with the city cousin. They like a little barn-dance music; so do we. They applaud the big night-time shows with lavish casts and magnificent production; so do we. They delight in shrieking the answers to the quizzmaster. And don't we all!

With this information in hand, and a copy of the January issue of RS in hand, I returned to the advertising manager's office. I heavily underlined the passage of my January thesis: "*Time is as important an element as the program itself.*" I pointed out that his mid-afternoon program would reach a limited audience because Pa would, of necessity, be in the fields. Next, we threw the not-so-hot band right out of the window.

In its place we selected a 6:45 A.M. spot. Many families would be at breakfast at that time. Barn radios would catch others who were still a-milking. We put on transcribed *happy* music, a helpful household hint (lubricate your kitchen equipment such as the egg beater and meat chopper with glycerine instead of oil and you won't risk an unfavorable flavoring of food). We supplied *reminders* which were eagerly sent us by the State Farm School. We concluded each program with a *Mystery Tune*. The listener was asked to identify the tune, give ten words for preferring the advertiser's service, and enclose an evidence of purchase.

We sent out double-fold cards. One card explained the program. The other half provided space for the name of the tune, and the ten words. Returns were gratifying. Sales have moved up a notch. The Boss even rises a half-hour earlier than he used to to listen to his own program!

All of which points the object lesson that Farmer, City Dweller, Housewife or Child is your dish *if*: you select a time when they can hear your message, and if you give them something they'll *want* to hear. Put those two together, merchandise the whole to the last degree, and your radio expenditure will be a grand investment.



IN HIS

How the Radio Version of
Is Being Used by Two Spon

WHEN a publisher sells 2,500 copies of a single book that venture is chalked up in capital letters as a *success*. Fortunes are made when an *Anthony Adverse* or a *Gone With the Wind* comes along. Not so many years ago the autobiography of Dr. Charles M. Sheldon, crusading minister in the Southland, was offered to the reading public. With a flabbergasting sale of twenty-two million copies to its credit, *In His Steps* outranks all other book-sale records. To date, the book has outsold every other book ever printed with the exception of *The Bible*, and has been translated into more than 20 languages.

Doubly important at a time like the present, *In His Steps* contains exciting entertainment values as well as spiritual and moral qualities which present down-to-earth, human and wholesome lessons. The problems of *In His Steps* are just as important and the need for their solution today is just as great as when the book was written. In the radio version, an attempt is made to arrive at the same effect as in the book itself. Only changes were those made to bring the 40-year-old classic up-to-date.

Unusual were the arrangements made when KAY JEWELERS, largest retail credit jeweler in Oakland, Cal., scheduled 26 half-hour transcriptions over KROW. The first show of each program is released at 4:30 P.M. on Sundays, and the same program is repeated at 8:00 P.M. Wednesday evenings. *Reason*: sponsor felt that the unusual story should reach the youngsters on Sundays as well as the

older folks at night. Clergymen of all denominations were asked to indicate preferred broadcast times, and schedule was set up on the strength of their recommendations.

To promote the series, KROW mailed personal invitations to officers of all important women's clubs to attend a studio preview of the program. More than 100 women heard the first program, had the story explained to them, took back their wholehearted endorsement to their respective organizations.

Approval of the ministerial association took the form of a letter dispatched to all churches asking their cooperation by announcing the program from the pulpits. Letter was written by the executive secretary of the

EAST BAY CHURCH FEDERATION as a part of the service of the FEDERATION.

News stories were furnished local newspapers and the *Shopping News* with its 108,000 circulation. Book stores arranged special displays of the book with a card calling attention to the program, station and time. Theatre trailers were also scheduled. Announcement cards went out to every KAY customer before the show started. Ads were run each Sunday and Wednesday in the *Oakland Tribune* and *Post Enquirer*. KAY's also featured the show in its display windows.

A long time KROW advertiser, KAY JEWELERS sponsored *Skullcrackers*, a pioneer quiz program in the Bay area for three years, has always used the direct selling type of advertising in the six years it has been a constant radio adver-



STEPS

and Best Seller in the World
Good Will Building Series

tiser. With business good and the supply of merchandise limited, KAY's decided to use radio for institutional advertising. Manager Phil Cowan selected *In His Steps* to insure the good will that the firm has built up. Sample commercial below indicates how this radio show lends itself to institutional copy:

Folks, today . . . when the word "peace" is something we used to have in our vocabulary, let's make up for it with another word, "happiness." Kay Jewelers, 1308 Broadway, in Oakland, today is thinking in terms of happiness . . . what can Kays do to keep customers "happy?" This is what they promise to do for you: One, to continue to bring you the gracious things of life, to price them within your purse, and to help you buy them in a way you can afford. Two, to continue making Kay Jewelers a place you like to visit, a store you trust. Three, to have a general air of friendliness and happiness in the store, so that when you walk out, you feel just a little bit better . . . maybe like whistling or singing to yourself. These principles I have just mentioned are things Kay Jewelers have always stood for; these are the rules by which Kay Jewelers have built up 62 Kay stores from coast to coast. Drop into Kays . . . one of these days . . . see these principles in practice, won't you?

In Los Angeles, Cal., when Dr. F. E. Campbell, dentist, decided upon a radio venture, he also chose the transcribed version of *In His Steps*. To test the reaction of all religious denominations, invitations to a preview broadcast were issued to 1,000 clergymen. Nearly 700 came, heard and were conquered. Unanimous was the audience in its approval of the program both for its inspiration and its entertainment value. Program's first airing brought in numerous letters from appreciative lis-

teners. Show is heard each Sunday over KHJ.

AIR FAX: The series packs plenty of action and thrills. Gale Gordon plays the part of Dr. Henry Maxwell, the traveling preacher who teaches the ideology of *Following in His Steps*. Feminine lead is Mary Lansing. Lurene Tuttle is in a feature role. The St. Brandon's Boys Choir, under the direction of Robert Mitchell, provides musical backgrounds and interlude melodies. Each chapter is complete in itself.

Availabilities: 52.

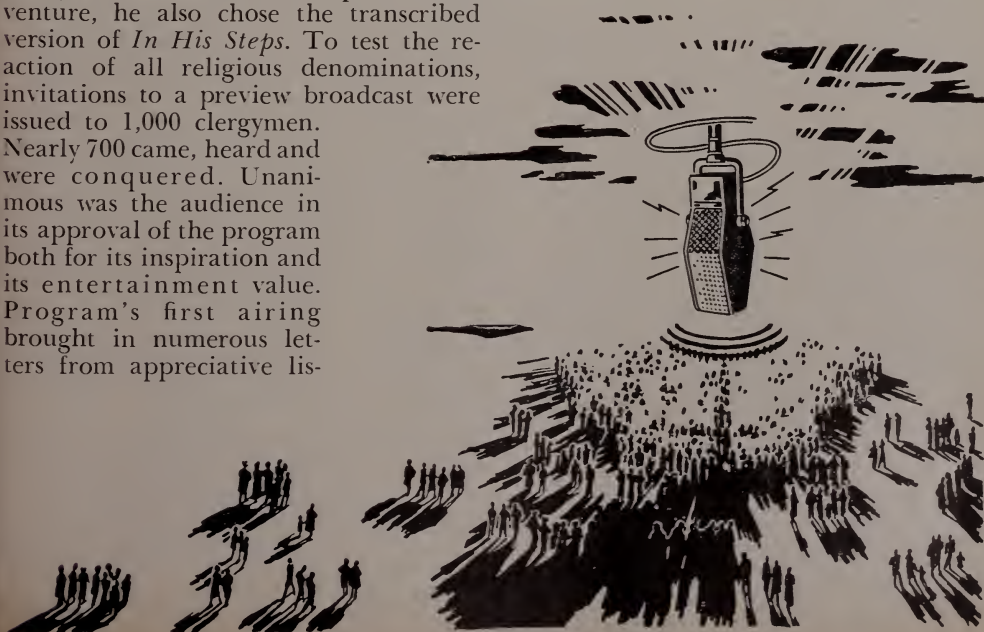
Minimum Contract: 26.

Suggested For: Sunday, afternoon or evening.

Transcription Co.: Edward Sloman Productions.

COMMENT: Relative scarcity of good half-hour transcribed programs makes this show one to be remembered. Especially in wartime, civilian populations take on more of a religious character. Interesting is the fact that this series has the approval of all religious denominations. From the advertiser's point of view, such a show is admirably adapted to institutional and educational copy. Today, more than ever before, that type of advertising has become an essential if good will is to be preserved for the duration.

Certainly, good will is one of the biggest single success factors in the history of established business. Billions of dollars have been spent to build it for individual companies. At a time like the present, wise sponsors do not coast on the momentum already gained. If advertising is a symbol of economic freedom, a nation's advertising is a sharp index to the hopes of its people.





SHOWMANSCOOPS

RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote listener interest in their radio programs.

From Quiz Offers

● *Left . . .* Baskets of groceries were given away in the *Food For Thought* quizzes on WWL for the opening of the CAPITOL STORES new supermarket in New Orleans, La.

● *Below . . .* Kathleen Jensen steps out of her professional role of food expert to conduct the tri-weekly *Calling All Kitchens* quiz feature on KROW. (For story, see *Proof O' the Pudding*, p. 279.)





To Sponsor's Coffers

● Above . . . WGR, Buffalo, N. Y., Court of Honor Commando Corps being inducted during the initial program. (For story, see *Showmanship in Action*, p. 285.)

● Center . . . SRO crowds jam-pack the KFH, Wichita, studios when the *Butternut Coffee Jam-boree* goes on the air. (For story, see *Proof O' the Pudding*, p. 281.)

● Below . . . The MAYER-MARKS FURNITURE CO., Cleveland, O., to promote its new radio program *Breakfast with the Bands* over WHK, installed this unique window display in two units.





AIRING THE NEW

New radio programs worth reading about. No result figures as yet.

Department Stores

NEWS ON THE HOUR So-called "sag spots," or time periods which have never previously reached their total audience potential, are now ringing up heavy listening. All-out war production is cracking audience distribution beliefs adhered to for years. To meet new conditions, many radio stations are stepping up broadcasting schedules to a 24-hour-a-day basis.

First in Chicago, Ill., to go on the around-the-clock *sked*, WIND stepped up its news broadcasts when it upped its operating day. Sponsored by MANDEL BROTHERS, one of Chicago's largest department stores, WIND now broadcasts *News Every Hour, on the Hour, 24 Hours a Day*. Seven days a week, MANDEL BROTHERS presents 24 five-minute news periods. Two commercials read on each broadcast feature MANDEL BROTHERS merchandise.

Special promotion: run were 100 one-column ads in Chicago newspapers, and one three-column ad. Announcements on WIND also plugged the show's debut.

AIR FAX: First Broadcast: March 1, 1942.

Broadcast Schedule: 24 five-minute news periods daily.

Sponsor: Mandel Brothers.

Station: WIND, Chicago, Ill.

Power: 5,000 watts.

Population: 3,440,420.

Agency: Schwimmer & Scott.

COMMENT: To *showmanship* and *salesmanship* radio and its sponsors have added another and more important "S,"

namely, *social utility*. Recognition of the third "S" has been a steadily growing factor in recent years. Certainly sponsorship of a program of this type falls into this category. Never before has interest in the news been greater than it is now, and for advertisers whose budgets can be adjusted to a schedule as heavy as this one, increased sales should more than compensate for the expenditure.

Feed Dealers

DOCTOR MAC There's one in every town. He's the minder of other people's secrets, the mender of their troubles and woes. *Dr. Mac* is an Australian physician and surgeon who solves the personal problems of his numerous patients in a manner more philosophical and psychological than by medicine or surgery. Currently he is paying two weekly calls to San Diego, Cal., listeners via the KFSD airwaves for FRED C. SILVERTHORN & SONS, feed and fuel dealers.

The entire transcribed series was originally run in Australia. Hook for SILVERTHORN: in all publicity preceding show's premiere, stressed was the phrase, "*Dr. Mac, direct from Australia.*" Newspaper publicity, pre-program courtesy announcements, counter cards, studio displays, preferential listings, and stories in local radio magazine also took advantage of the current timeliness of activity centered around the land "down under." Sponsor's tribute to this phase of its recently launched advertising campaign: *results were counted almost immediately.*

AIR FAX: Each of the 156 units in the series is a complete episode.

First Broadcast: April 29, 1942.

Broadcast Schedule: Wednesday, 11:15-11:30 A.M.; Friday, 8:00-8:15 P.M.

Preceded By: Wednesday, *Just Plain Bill*; Friday, *Lightning Jim*.

Sponsor: Fred C. Silverthorn & Sons.

Station: KFSD, San Diego, Cal.

Power: 1,000 watts.

Population: 160,721.

Agency: Wm. H. Patten Advertising.

Transcription Co.: Grace Gibson.

COMMENT: Tellers of simple tales quickly develop a devoted audience following. Home-spun philosophy from the

mouth of a lovable character is one sure-fire way of getting America's ear, opening its purse strings.

Feeds

OUR CITY COUSINS "If you saw a farmer get beans from a bean vine and saw him get grapes from a grape vine what would you expect him to get from a bovine?" To this and other questions with a farm tang, a *City Cousin* harvests one silver dollar for a correct answer. Listeners also reap a green-back for each question sent in, used on the program.

Just before the National Barn Dance goes on the air each Saturday night in Chicago, Ill., three or four *City Cousins* are chosen from the EIGHTH STREET THEATRE audience by quiz-master Chuck Acree. City folk quizzies pitch in, go to town on questions about farm life.

Transcribed show is broadcast the following Saturday noon. Each program includes a brief message by A. A. Dennerlein, assistant director of FUL-O-PEP RESEARCH. Weekly program is sponsored by QUAKER OATS CO. for FUL-O-PEP HOG FEEDS.

AIR FAX: First Broadcast: September, 1941.

Broadcast Schedule: Saturday, 12:00 (noon)-12:15 P.M.

Preceded By: Farm News.

Followed By: Music.

Sponsor: Quaker Oats Co.

Station: WLS, Chicago, Ill.

Power: 50,000 watts.

Population: 3,440,420.

Agency: Sherman-Marquette Adv.

COMMENT: Variants without number are the versions of the ever-popular quiz show. Here is one that is good for a laugh among both city people and farm folk. While most farm shows have an educational slant, scarce as hen's teeth are those with entertainment value.

SAMPLE SCRIPT AVAILABLE.

Groceries

OUR BUDDIES While Government officials are making every effort to get the stories of American heroism before the news-hungry public, many tales of bravery have gone untold. One source of

such copy is the scrawled note written by the soldier boy to the home folks.

In St. Louis, Mo., such stories of courage make up the content of the half-hour KSD show sponsored by the FOOD CENTER and the JIM REMLEY SUPER STORES. To KSD listeners, radio man and machine gunner Sergeant Pat Norton, whose letter told of shooting down two Japanese planes, was one of *Our Buddies*. Story climax: his description of dangling from his plane to close bomb doors which had stuck.

Our Buddies features letters listeners receive from men in the armed forces, and airs interviews with friends and relatives of the service men. First weeks of the program brought letters from India, Australia and Ireland. Presentation of a citation by the naval aviation recruiting board for the more than 50 acceptable young men one man had sent into that branch of the service through his association with St. Louis boys' clubs was a part of one broadcast.

To each service man whose letter is read goes a *Buddy Box* with the compliments of the sponsors. *Contents:* cigarettes, shaving cream, razor and blades, and a stationery and pencil set. Sponsors feature special *Buddy Booths* in their stores.

AIR FAX: Keith Carver, vocalist, opens and closes the show with *My Buddy*. His songs with organ and piano accompaniment also furnish the musical background for the 30-minute show. Narrator Harold Grams reads the letters. Announcer is Joe Evans.

First Broadcast: June, 1942.

Broadcast Schedule: Thursday, 9:30-10:00 P.M. (CWT).

Sponsor: Food Center and Jim Remley Super Stores.

Station: KSD, St. Louis, Mo.

Power: 5,000 watts (d).

Population: 1,141,593.

COMMENT: Letters from service men represent a fertile field for interesting and entertaining radio-fare. Sponsors' good will gesture in sending gift boxes to service men far from home will further establish them in the minds of the stay-at-homes.

Manufacturers

FLYING FOR FREEDOM Behind the fliers whose exploits thrill the United Nations is a story of *Flying for Freedom*. Unanimous was the response of War De-

partment officials who heard the NBC transcribed series: it was a story that must be told!

The story relates adventures of four fliers, an American, a Canadian, an Australian and an Englishman. Based on authentic material furnished by the Air Ministry, the series takes the quartette through training period, by bomber to England, and on bombing, patrolling and night missions overseas.

First on the air with the new series was IMPERIAL TOBACCO. After 13 programs heard nationally in Canada, the sponsor bought four more, then ran a survey which led to the buying of the complete series of 26.

When SOUTHERN MILLING & MFG. Co., Tulsa, Okla., took to the airwaves for its prefabricated houses, its program selection was *Flying for Freedom*. Series is heard simultaneously on KTUL and KOME. In Amarillo, Tex., KGNC auditioned the show for WHITE & KIRK, conservative department store *never before on the air*. Sponsorship for WHITE & KIRK gave U. S. premiere Sunday afternoon, May 31. Series is soon to be heard over KGU, Honolulu, Hawaii, for airing in America's most concentrated military community.

AIR FAX: Each of the 26 half-hour recordings is a complete episode. All are authentic. NBC Radio-Recording is associated with All-Canada Radio Facilities, Ltd., in making the series available.

First Broadcast: June 11, 1942.

Broadcast Schedule: Thursday, 8:00-8:30 P.M.

Sponsor: Southern Milling & Mfg. Co.

Station: KTUL, Tulsa, Okla.

Power: 5,000 watts.

Population: 147,961.

Agency: Watts, Payne Adv., Inc.

Transcription Co.: NBC Radio-Recording Division.

COMMENT: Advertisers assist the war effort when they plan their radio promotion in the terms of programs which promote hemisphere good will. Programs of this kind are the flesh and blood of our kind of psychological warfare. Here is a program admirably adapted to wartime advertisers with a wartime story to tell.

Real Estate

WELCOME TO PEACEFUL VALLEY
Right now with the world in turmoil,

peace seems a long way off. Comforting for that reason is the week-day greeting heard over WICA, Ashtabula, O., for the I. J. MILLER REALTY OFFICE.

"Welcome to Peaceful Valley, a daily real estate service sponsored by the I. J. MILLER REALTY OFFICE, at the corner of Main and Buffalo Streets in Conneaut, O."

That is the introduction to the only real estate radio program heard in Northeastern Ohio, Northwestern Pennsylvania. Sponsor chose radio for his advertising media two years ago, recently signed a 52-week renewal contract. Program's appeal is to the predominately rural population of the WICA trade area.

Program format: a musical theme precedes a brief introduction. Then follows music by *The Sons of the Pioneers*. Between musical offerings are heard two property descriptions. *Grand total for the day:* four property descriptions. Sold on one program was a 185-acre farm at \$100 an acre; other sales include a \$50,000 30-room hotel, other local best-buys. Descriptions give detailed information on properties pegged with the *For Sale* sign.

AIR FAX: Radio script and general publicity is written by Evelyn M. Wishon. Real estate woman Wishon personally views, photographs and lists all properties advertised over the air.

First Broadcast: 1940.

Broadcast Schedule: Monday through Friday, 12:45-1:00 P.M.

Preceded By: Monday, Wednesday, *Farm Broadcasts*; Tuesday, Thursday, Friday, *Music*.

Followed By: News.

Sponsor: I. J. Miller Realty Office, Conneaut, O.

Station: WICA, Ashtabula, O.

Power: 1,000 watts.

Population: 23,301.

COMMENT: A featured part of every Sunday newspaper is the Classified section. Readers report that even when they are not in the market for houses, farms, business properties, *et al*, the listings make good reading. Here is a radio program with the same universal appeal. Certainly to prospective buyers, listening is more enjoyable than reading agate type.



PROOF O' THE PUDDING

Results based on sales, mails, surveys, long runs and the growth of the business itself.

Bakeries

CALLING ALL KITCHENS When a telephone rings, *Calling All Kitchens* is on the air for REMAR BAKING CO. It's *Remar Hostess*, Kathleen Jensen, who answers live on KROW, Oakland-San Francisco, Cal., in the spanking-new telephone quiz. Listeners whose telephones buzz, give correct answers to quiz questions rake in the shekels. First correct answer is worth one dollar. If Question No. 2 about REMAR BREAD is also answered on-the-nose the ante is doubled.

Names are selected at random from registration slips which listeners obtain from their grocers, send to REMAR BREAD. Within one week after registration blanks were first distributed to grocers, nearly 2,000 housewives anxious to be in the money had returned the slips!

AIR FAX: When Mrs. Jensen dials a number, makes contact, she intersperses business with a friendly chat. Only the emcee's voice is heard over the radio, and the one-sided conversation adds to the program's interest.

If the listener fails to answer the original question, or does not answer the telephone, the next quizzee automatically gets a chance for two dollars, plus the one dollar award for the Remar question. Grocer from whom the listener secures her registration blank also gets a dollar when a customer comes through with the correct answers.

First Broadcast: May 11, 1942.

Broadcast Schedule: Monday, Wednesday, Friday, 11:00-11:15 A.M.

Preceded By: News.

Followed By: Music.

Sponsor: Remar Baking Co.

Station: KROW, Oakland-San Francisco, Cal.

Power: 1,000 watts.

Agency: Sidney Garfinkel Adv.

COMMENT: Excellent good will and sales builder is the dealer tie-in feature

of this show. One factor in the immediate acceptance of this program by its listening audience: its extreme simplicity, friendly atmosphere and fast-moving pace. As a campaign directed at the bread-buyers rather than at the bread-winners, what starting point for increased sales could be found better than in the kitchen? (For pic, see *Showman-scoops*, p. 274.)

Feeds

FRANK FIELD Farmers and housewives in Iowa, bordering states, don't go to an encyclopedia, an almanac or a planter's guide. They tune in *Frank Field's NUTRENA* program on KMA, Shenandoah, Ia. If Mrs. Dilly's Fusoria plant won't bloom, she writes farm counsellor Frank to find out why. He tells her over the air. If farmer Thompkins can't decide whether to plant his ATLAS SORGO with a corn planter or a drill, Frank decides for him.

That NUTRENA MILLS, INC., Kansas City, Ka., picked the right soil in which to plant the seed of its sales message is indicated by the fact that this year sales in 30 key stores in the territory are up from 300 to 400 percent. Last year's sales topped those of the year before by an average of 300 percent. In the two years Frank has been talking NUTRENA, the NUTRENA sales representative in KMA's territory jumped from eleventh place to first place.

Good will builder: emphasis is placed on strengthening the dealer in the merchandising chain. Built up on each program is a particular dealer who has been informed before-hand by postcard that he is to be featured.

AIR FAX: Currently, Frank Field makes two visits a day with his farm friends. May Seed Co. sponsors his 2:45 P.M. quarter-hour stint, and customers and visitors of the May Seed Co. come to the Shenandoah store to personally talk over their problems with him.

From his batch of 200 letters each day, radio-farmer Field picks the best, features them on his show.

First Broadcast: 1940.

Broadcast Schedule: Monday, through Saturday, 7:30-7:45 A.M.

Preceded By: Lem Hawkins.

Followed By: Haden Children.

Sponsor: Nutrena Mills, Inc.

Station: KMA, Shenandoah, Ia.
Power: 5,000 watts (d).
Population: 6,519.
Agency: Ferry-Hanley Adv., Kansas City, Ka.

COMMENT: While it is difficult to state authoritatively just what type of program the rural community most enjoys, the sales figures here indicate that informational programs that avoid too great a complexity in content are definitely high in the list of listener-preference. All to the good is the dealer tie-in which makes valuable friends for NUTRENA MILLS, INC.

Feeds

MARKETCASTS Located in the center of one of the richest agricultural areas in the world, Kansas City, Mo., lays claim to many "firsts." Included in this blue ribbon agricultural list is first in primary wheat receipts; feeder cattle; sorghum grains; distribution of seeds; hay receipts (car lots); flour milling capacity and production (regional); cash wheat; distribution of agricultural implements, and manufacture of American Black Walnut.

A "first" was chalked up, too, for the STALEY MILLING Co., makers of poultry, hogs and dairy feed, when it began sponsorship of Bob Riley's 12:25 P.M. *Marketcasts* late in 1941. New to KMBC, sponsor put its John Henry to a 26-week contract. It was pay-dirt for STALEY MILLING, and three months later it added Phil Evan's *Feedlot Chat* to its schedule on a 52-week contract. Came another quarterly day-of-reckoning, and STALEY renewed its *Marketcasts* sponsorship with one significant difference. New contract was for 52 weeks! Sponsors schedule also currently includes sponsorship of Phil Evan's morning *Farm Counselor Talk*.

Duplicate of the STALEY success story on *Feedlot Chat* was the experience of GARST & THOMAS, Cedar Rapids, Ia., producers of PIONEER HYBRID SEED CORN. Eleven weeks after taking on sponsorship of the five-minute show, GARST & THOMAS gave notice of cancellation. *Reason:* the entire season's supply of

PIONEER HYBRID had been bought out!

AIR FAX: Bob Riley, KMBC's Livestock Market expert, gives the first of his three daily *Livestock Market News* broadcasts at 6:25 A.M. He is also featured in *Market News* at 10:22 A.M., and 12:25 P.M. Monday through Friday, and at 12:20 P.M. Saturday.

More than 20 hours of farm programs are broadcast by KMBC every week. Schedule begins at 5:30 A.M. each morning with the *Early Birds*, a half-hour, live-talent program featuring singers, comedians and musical units. John Farmer brings his farm edition of the *KMBC News* to rural listeners at 6:00 A.M. At 6:15 A.M. Phil Evans, KMBC's Director of Farm Service, begins his *Farm Counselor* program. Another 15 minutes of variety with the *Early Birds* concludes the early morning farm programs. From noon to 1:00 P.M. each day there's another full-hour farm show.

In promoting its farm schedule, KMBC blankets the Kansas City territory with billboards. It regularly runs display advertising in 103 daily and weekly newspapers in Missouri and Kansas to call attention to KMBC farm features. Newspapers also receive regular publicity releases.

The KMBC Artists Bureau gives valuable backing to farm shows. Staff acts have made personal appearances in every community covered by KMBC, have played before more than two million persons in three years.

Broadcast Schedule: Monday through Friday, 12:25-12:30 P.M.

Preceded By: Feed Lot Chat.

Followed By: Phil Evan's Farm News.

Sponsor: Staley Milling Co.

Station: KMBC, Kansas City, Mo.

Power: 5,000 watts.

Population: 602,046.

Agency: Potts-Turnbull Adv.

COMMENT: A station which features a number of different farm shows performs an invaluable service for each individual advertiser. Listeners are quick to identify a particular station with farm features. *Result:* they stay tuned to the station which they know will provide them with the type of program they most want to hear. Thus, *consistency*, one of radio's greatest attributes, works well even on an irregular schedule!

Groceries

DEVOTIONAL SINGERS While the urban housewife may tune in a soap opera to while-away the time as she does the week's mending, the rural *frau* is more apt to listen to devotional music. Because its section of the country is particularly receptive to programs of a religious nature, COUNCIL OAK STORES sponsor a quarter-hour of devotional music five days a week over WNAX, Sioux City, Ia.-Yankton, So. Dak. Listener requests from Iowa, South Dakota,

Nebraska and Minnesota make up the program. *Hook*: these four states comprise the area covered by the 109 COUNCIL OAK STORES.

When COUNCIL OAK sponsored the *Ma Brown Telephone Quiz* show, sponsor reported a mail pull of 10,000 proof-of-purchase mail pieces. Adman L. C. Jeep anticipates even greater evidence of listener appeal on this show.

AIR FAX: Program features the *Devotional Singers*, a mixed quartette. Announcer Fred Greenlee presents historical notes on the hymns sung.

First Broadcast: September 29, 1941.

Broadcast Schedule: Monday through Friday, 2:30-2:45 P.M.

Preceded By: Light of the World.

Followed By: Farm Talk.

Sponsor: Council Oak Stores.

Station: WNAX, Yankton, So. Dak., Sioux City, Ia.

Power: 5,000 watts.

Population: 6,579.

COMMENT: A show styled for a *particular* audience in a *specific* area is almost certain to develop a large group of devoted followers.

Groceries

BUTTERNUT COFFEE JAMBOREE BUTTERNUT COFFEE invaded the Wichita, Ka., market three years ago just prior to the inauguration of the *Butternut Coffee Jamboree* on KFH. From an unknown brand, it has advanced in sales until now it is among the big four in the area. Disclosed in a recent survey: an audience up to 53 percent of the total available audience listens to the *Butternut Coffee Jamboree*.

Evidence that listeners believe the BUTTERNUT reminder-slogan; "*Your Loyalty to Butternut Makes This Program Possible*:" when 3:30 A.M. comes around, put up in the KFH auditorium-studio is the SRO sign. Moppets and adults alike turn out to give emcee Eddy McKean, the KFH staff band and cast, a big hand for BUTTERNUT.

Promotion: regular and frequent newspaper stories and pictures, as well as courtesy announcements from time to time. During special retail store sales in the territory, various *Jamboree* stars put in personal appearances. At *Ark Valley Boys'* dances, other special occasions,

members of the audience get steaming cups of hot BUTTERNUT Coffee.

AIR FAX: *First Broadcast:* 1939.

Broadcast Schedule: Monday through Friday, 3:30-4:00 P.M.

Preceded By: News.

Followed By: Ark Valley Boys.

Sponsor: Paxton & Gallagher Co., for Butternut Coffee.

Station: KFH, Wichita, Ka.

Power: 5,000 watts.

Population: 117,860.

Agency: Buchanan & Thomas, Omaha, Nebr.

COMMENT: Too frequently, studio visitors are met with empty studios; see nothing, hear a network sustainer they might have listened to at home. Here is an everyday opportunity to watch a favorite star in action. That such consistency pays is indicated by the BUTTERNUT sales figures. (For pic, see *Showman-manscoops*, p. 275.)

Hatcheries

BIG BOY BABY CHICKS Age-old is the controversy as to which came first, the chicken or the egg. While the ILLINOIS STATE HATCHERIES, Springfield, Ill., doesn't attempt to answer that question on its half-hour WCBS show, it does present news of interest to chick raisers.

While ILLINOIS STATE HATCHERIES is a national mail-order concern, ships chicks to 46 of these United States, this is the first year sponsor has gone after local business. Crowing over the results is account manager, H. Lee Campbell; a four weeks period saw more baby chicks sold in Central Illinois than were sold in the entire season last year. Sponsor last year shipped over nine million chicks. *Good news for 1942:* present sales and orders indicate an even bigger year.

Promotion: double page spreads in both Springfield papers plugged the show. Quarter and half-page ads in listening area sheets were also used. Letters went to all FFA units in service area as well as to Farm Bureau units.

AIR FAX: Through Farm Bureau Creamery, butterfat as well as poultry and egg market reports are given daily. Format also includes poultry news and information, FFA and Farm Bureau news, and interviews with hatchery officials. Not omitted is national defense news.

First Broadcast: February 9, 1942.

Broadcast Schedule: Monday through Saturday, 12:15-12:45 P.M.

Preceded By: Baukhage Talking.

Followed By: Stockyards Report, News.

Sponsor: Illinois State Hatcheries.

Station: WCBS, Springfield, Ill.

Power: 250 watts.

Population: 80,029.

COMMENT: Well worth going after is the boom farm market. Sponsor's experience here indicates that even a national enterprise may profitably develop its own immediate trade area.



Hatcheries

NEWS AND MUSIC This year the country will need 7,200,000,000 more eggs than ever before. Prices are expected to be high, the demand great. *War job for Mr. Farmer:* to put every bit of his poultry-raising equipment and knowledge to best possible use for the duration of the emergency.

With this as its theme song, **LELAND HATCHERY**, Leland, Ill., took to the air-planes. Each week day morning its half-hour 7:00 A.M. program of news and music is broadcast over **WMRO**, Aurora, Ill., in the interests of **BAKERS BETTER BABY CHIX** and **BAKERS BLENDED FEEDS**. Sponsor now has more business than it can handle, has built up a back-log of future deliveries.

AIR FAX: *First Broadcast:* January 1, 1942.

Broadcast Schedule: Monday through Saturday, 7:00-7:30 A.M.

Preceded By: Western Serenade.

Followed By: Musical Clock.

Sponsor: Leland Hatchery.

Station: WMRO, Aurora, Ill.

Power: 250 watts.

Population: 51,549.

COMMENT: Recent surveys reveal that in World War II, radio has displaced newspapers as the public's primary source of news. Radio is providing a means for giving news to elements of the population which have never before been adequately served by any other medium. That such service is reflected in sponsor's increased sales is indicated by the sales story of **LELAND HATCHERY**.

Livestock

ALARM CLOCK CLUB Unique in radio, **MERRION & WILKINS**, sheep and wool brokers, have nothing to sell **KOA** listeners in Denver, Col. Sponsor uses radio to buy from listeners!

Every week-day, **MERRION & WILKINS** gives market quotations on sheep and wool as a service feature to ranchers from whom it buys wool clips. Contract for this 5-minute participation at 6:10 A.M. runs for a six-month period each year.

Results have kept the feature on the air for its third consecutive year. In the office of **MERRION & WILKINS** is a map, with a pin-point for each community from which responses have come as a result of its radio advertising. In all, the firm has dealings with wool growers in 25 states! All of this business can be traced directly to mail response from the **KOA** program.

AIR FAX: *First Broadcast:* 1939.

Broadcast Schedule: Monday through Saturday, 6:10-6:15 A.M.

Sponsor: Merrion & Wilkins.

Station: KOA, Denver, Col.

Power: 50,000 watts.

Population: 303,273.

COMMENT: That rural listeners who enjoy a radio program often feel a moral obligation to support it by buying the product sold by its sponsor is a telling point made in *Radio Research in 1941*, edited by Paul F. Lazarfeld and Frank Stanton. This feeling of obligation may be one of the most important factors in radio advertising to rural people.

While farm folks are now in a position to purchase many products they have wanted and needed for some time, war restricts the purchase of these items. Farm folks, however, will derive no little satisfaction from planning and anticipating the day when these purchases may be made. Wise sponsors whose products go into the farm market in normal times are today keeping their names before this huge buying force in anticipation of the day when this buying power is released.



SPECIAL PROMOTION

Short radio promotions that run but a day, a week, or a month yet leave an impression that lasts the year around.

Manufacturers

NAVY RELIEF FOOTBALL GAME In New Britain, Conn., where there is only one high school, interest of the citizenry in its football team is comparable to that of a loyal college alumni. *Special reason for pointing with pride:* team has been a consistent winner since Coach Charles "Chick" Shea took over the reins in 1932. Six times since then has the team won the state championship, twice has it made post-season junkets South.

When perennial Rhode Island pennant-winner LA SALLE ACADEMY, Providence, R. I., sounded out Coach Shea on the chances of culminating spring practice with a game between the two teams, offer was accepted with the stipulation that full proceeds go for Navy Relief.

Six years ago WNBC came into the New Britain football picture when the "Big Six" local hardware manufacturers decided to bankroll play-by-play broadcasts. Sponsorship of the on-the-spot series has continued ever since. As plans for the *Navy Relief Football Game* jelled, plans were also made to broadcast the grid-iron tilt with the usual manufacturer joint-sponsorship.

WNBC facilities and working-personnel were contributed to the general fund, and sponsors' check was passed on intact to Navy Relief.

Announcements that anyone or any firm contributing one dollar or more would have his name announced over

the air brought a response that was instantaneous and consistent. With only one telephone line at the field, dozens of fans had to abandon their attempts to phone in, after receiving the "busy" signal for hours. Working at capacity, the line netted \$600. *Believe-it-or-not Ripley item:* broadcast of the *Navy Relief Game* was not publicized until WNBC's noon broadcast, lest gate receipts be effected.

AIR FAX: WNBC's usual football personnel handled the broadcast, with local attorney Harry Ginsburg doing the play-by-play as he has done since the first high school game broadcast. Half-time resumes, color and commercials were handled by Leo B. Keegan. Navy Relief appeals and announcement of contributors as the names came in were done by sportscaster Milt Berkowitz.

Commercials at these games are limited to one before the game, one at the end. Good will and public service are featured in these *institutionals*.

First Broadcast: 1939.

Preceded By: Music.

Followed By: Network music.

Sponsor: Stanley Works; Fafnir Bearing Co.; American Hardware Corp.; New Britain Machine Co.; Landers, Frary & Clark; North & Judd Mfg. Co.

Station: WNBC, New Britain-Hartford, Conn.

Power: 5,000 watts.

COMMENT: While this particular association of manufacturers is not a war-time convert to radio advertising, it represents one of a growing group who are experiencing the power of radio for the first time. For cities with defense plants this represents a new challenge to the adaptability of radio. *And adaptability is the word for radio.* Whether for local morale shows or institutional advertising, quite aside from brand-name promotion, far-sighted managers of defense industries are beginning to appreciate radio's prodigious powers.



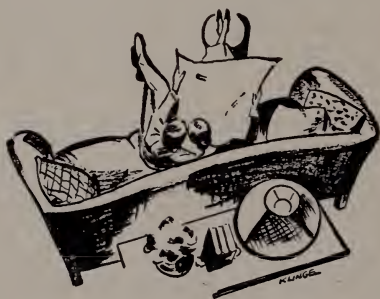
WHAT THE PROGRAM DID FOR ME

This is the businessman's own department. RADIO SHOWMANSHIP invites radio advertisers to exchange results and reactions to radio programs for their mutual benefit.



Home Furnishings

DEDICATION "I once had misgivings regarding radio advertising, but after adding our firm to the list of Spokane merchants using KHQ, I found radio to be a potent selling force. I immediately



revised the PRATT FURNITURE COMPANY'S advertising budget, allocating over 75 percent to radio.

"The KHQ commercial department, when first contacting me, reiterated: 'Go after those thousands of buyers in KHQ's vast rural audience. There's a tremendous mail order business for you!'

"I took that advice. The mail order business coming our way is tremendous!

"In April, 1941, we advertised an ALL-AMERICAN INNER-SPRING MATTRESS and COIL SPRING, both for \$29. We carried the promotion two weeks on KHQ. Mail orders literally poured in, culminating in 365 units sold, with a gross of \$10,000. August last, we promoted a SLEEPMASTER DAVENO for \$39.90. Within two weeks, 250 units were sold, with a gross of over

\$10,000. Then, two months later, we advertised a SIMMONS ROYAL MATTRESS with a bedspread for \$27.70. This, like the previous promotions, resulted in a \$10,000 gross, with nearly 300 units sold.

"The magic touch in radio advertising, selling sight unseen to rural buyers, is this: Quality merchandise! Guarantee that merchandise! Do not resort to trick promotions! Mark your merchandise for definite price appeal!"

A. C. PRATT
Pratt Furniture Co.
Spokane, Wash.

AIR FAX: Quarter-hour *Dedication* presents classical and semi-classical ballads sung by baritone Phil Wacker.

First Broadcast: June, 1941.

Broadcast Schedule: Wednesday, 6:15-6:30 P.M.; Friday, 9:45-10:00 P.M.

Preceded By: Wednesday, *Pleasure Time*; Friday, *Gems of Melody*.

Followed By: Wednesday, *Stan & Guitar*; Friday, *Richfield Reporter*.

Sponsor: Pratt Furniture Co.

Station: KHQ, Spokane, Wash.

Power: 5,000 watts.

Population: 117,414.

Agency: Madsen & Matthiesen, Adv.

COMMENT: Over \$30,000 in six weeks on three special radio promotions exclusive of regular business indicates the vast potentialities of the tremendous rural market. Certainly the show is one that could be adapted to the budget of almost any sponsor. What distinguishes this program is the sponsor's plan for radio. And *planned* radio pays!

Sponsor here has followed the practice of most retail merchants who successfully use radio. When a merchant determines *specific* reasons for public patronage of his store, exploits them properly, the battle is half won.



SHOWMANSHIP IN ACTION

Promotions and merchandising stunts that will lift a program out of the ordinary.

Finance

ON DISPLAY Many commercial businesses do not lead themselves to consumer advertising, and for that reason their activities are frequently overlooked by the public. When a WFBL transcribed musical show hits the airwaves, featured are interviews with officials from Syracuse commercial, industrial or social service organizations. Interviewees are culled from a list of organizations wishing to have their products exhibited in the display windows of the MERCHANT'S NATIONAL BANK AND TRUST Co. During the run of the series, 26 organizations will be *On Display*.

While the series is designed to do a broad institutional and good will building job for featured concerns, eight broadcasts produced 16 friendly and resultful contacts with potential MERCHANT'S NATIONAL BANK AND TRUST Co. clients.

Merchandising tie-ins: a printed placard displayed on shop bulletin boards of featured concerns invites employees to listen to the show. Pictures taken at broadcast-time of officials appearing on the show, together with a script, are presented to each firm in a portfolio. All MERCHANT's newspaper advertising features the program.

AIR FAX: Commercial copy is devoted to the various services and departments of the bank. Program takes its name from the sponsor's display windows, a feature of the bank.

First Broadcast: March 1, 1942.

Broadcast Schedule: Sunday, 2:15-2:30 P.M.

Preceded By: Syracuse Voices.

Followed By: Columbia Workshop.

Sponsor: Merchant's National Bank & Trust Co.

Station: WFBL, Syracuse, N. Y.

Power: 5,000 watts.

Population: 217,312.

COMMENT: Good will and educational broadcasts have become almost a war-time necessity. A show of this kind promotes civic pride and creates new clients for its sponsor at one and the same time. Potential customers include both the business concerns themselves and their legion of employees.

Public Service

COURT OF HONOR Draft age may be 21, and enlistment age 18, but Buffalo, N. Y., nippers are in the Army now. Patriotic off-shoot of WGR is the training of a teen-age *Commando Corps* to sell War Bonds and Stamps. Children in the *Court of Honor* start out as "privates," advance up the ranks as their sales mount.

When the sustainer started May 16, Army recruiting officer, Major Winston V. Morrow, swore in 10 boys. Week later, sales totaling \$2,600 were reported, and each boy was promoted to the rank of Corporal. First week in June saw sales mount to over \$4,000. One "enlistee" came in with 5,000 pennies as her initial stamp order.

Program is based on a military *Court of Honor* at which awards for service to the Government are made. Age limit for recruits is 16 years. Privates start out with \$10 worth of War Stamps, replenish stock at WGR headquarters. Sales of \$25 mean automatic promotion to the rank of Corporal. Sergeants must sell an additional \$75. *Pinnacle of success:* the rank of General for sales totaling \$20,000!

Enlistee who attains the rank of Captain is qualified to recruit a squad to work under him. Squad Captains then compete with other Captains for high sales of the week.

Division having the high sales record for the week participates in the actual production of the half hour weekly

show, taking over the duties of announcer, etc. Presiding at each air session of the *Court of Honor*, and Commanding Officer of the *Commando Corps* is a regular U. S. Army officer.

Each recruit at the weekly broadcast is recognized by the orderly, presented to the Commanding Officer, then proceeds to make a sales report for himself or his squad. When sales warrant promotion, the Commanding Officer makes the necessary official announcement, bestows an emblem on the candidate signifying his rank. Chevrons, stripes, stars or bars in blue or gold bedeck the bright red arm bands bearing regular Army insignias which are awarded.

AIR FAX: WGR staff orchestra, with soloists, plays patriotic music.

First Broadcast: May 16, 1942.

Broadcast Schedule: Saturday, 7:00-7:30 P.M.

Preceded By: Sons of the American Revolution.

Followed By: Confidentially Yours.

Station: WGR, Buffalo, N. Y.

Power: 5,000 watts (d).

Population: 613,506.

COMMENT: Special arm bands and plenty of hoopla insures a show of this kind of the wholehearted, unqualified approval of patri-tots. Certainly this is a time-tested formula used by commercial sponsors for promoting juvenile interest in their products. With a patriotic cause, the same formula can direct youngsters in performing a useful part in the wartime effort. (For pic, see *Showmanscoops*, p. 275.)

INTERESTING

"Please enter our subscription for a year, and send us the magazine file binder. Your magazine is very interesting. We shall be glad to receive it regularly."

R. G. STREETER
Advertising Manager
The Carey Salt Co.
Hutchinson, Ka.

ADVICE

(Continued from page 257)

Carrying the same idea to an extreme, you might even imitate some of the techniques used by prominent national advertisers. For example: LUCKY STRIKE's famous selling slogan: *An independent survey shows—with independent tobacco experts, the men who know tobacco best, it's LUCKIES 2 to 1.* The idea behind that slogan could be used by a department store something like this: *An independent survey shows that the men who make a business of textiles and women buyers of specialty stores buy their other apparel at BLANK'S DEPARTMENT STORE.*

Far-fetched? Not at all. Not as long as some people still pass up a store with fancy fixtures for one with windows plastered with bull's-eyes; not as long as men cut labels out of suits that they bought at a store they are ashamed of.

Institutional advertising sells the reasons *why* to buy at a store! Prices tell *when*. Both are important! But, in times like these, people break long-standing habits. The man who was ashamed of the "cheap" store can now afford to go back to a better one. Hours change. The store that sells a 9 o'clock policy may attract customers that never had the time to come before. With changing values, come changing reasons *why* to buy at one store or another. The store that takes on aggressive institutional selling policy stands to convert the most customers. The store that sits back on the soft cushion of a price-selling campaign, expecting to ride to success, may find its rubber tires stolen.

Yes! Times have changed; standards have changed; so perhaps it's time you changed *some* of your age-old, weather-scarred beliefs about department store advertising.

NEXT MONTH

Most important of all is ingredient number 3 in the formula for the successful use of radio advertising by department stores. To departmentalized and institutionalized radio, add showmanship. It's a store-tested plan for planned radio.

1001

RADIO PROGRAMS

★ Syndicated Transcribed Script and Live Show ★ DIRECTORY

the new ★

RADIO SHOWBOOK

★
*For Men
who Buy Local
Radio Time*

★
*Most Complete
Listing Ever
Compiled!*

★
*Every Show
Available for
Immediate Use!*

★
*Classified
for Handy
Reference*

The perfect handy reference to give you an easy-to-find listing of every available syndicated show. Whatever type of show it is you are looking for, separate and individual listings will help you end up with the right show for your business. Indexed and cross-indexed for your convenience. Complete offerings of more than 100 producers.

For current subscribers: the RADIO SHOWBOOK will be incorporated into the September issue of RADIO SHOWMANSHIP MAGAZINE.

For new subscribers: a reprinted copy of the directory free with each full year's subscription.

If you want extra copies of the RADIO SHOWBOOK use the convenient order form below.

RADIO SHOWMANSHIP MAGAZINE
ELEVENTH AT GLENWOOD AVENUE
MINNEAPOLIS, MINNESOTA

Gentlemen:

Send me my free copy of the RADIO SHOWBOOK and enter my subscription to RADIO SHOWMANSHIP for one year at \$2.50. Check enclosed ☐. Bill me later ☐.

I will want ☐ reprints of the Radio Showbook at 50 cents per copy. Check enclosed ☐. Bill me later ☐.

Name.....

Address.....

City.....State.....

BF-4



ANN GINN'S
GENERAL INTEREST
800 HOBBS ELLER PLAZA NEW YORK, N.Y.
ANN GINN'S COMPANY, INC.

IN NEXT MONTH'S ISSUE OF

SHOWMANSHIP, the amazing story is told of 2,500 housewives who volunteered their services to the year-old NORTHWEST HOME-MAKERS TESTING BUREAU to accept or reject advertisers' claims. The BUREAU is a feature of Ann Ginn's *Around the Town* show heard on WTCN, Minneapolis, Minn.

S Showmanship

SEPTEMBER 1942

25c

30c IN CANADA

IN THIS ISSUE

★ Syndicated Transcribed
Script and Live Show
★ DIRECTORY

Section I ★

RADIO SHOWBOOK

MORE THAN A MAGAZINE A SERVICE

WHY PLAY A HUNCH?

**You Can Choose an NBC RECORDED PROGRAM
that's proved for your type of business!**

Over 400 sponsors have successfully used NBC Recorded Programs in hard-hitting spot and local radio campaigns. Among them are many in *your* kind of business. If you're looking for programs of *proved* profit-making popularity, here are some suggestions—programs that have made money for the kinds of businesses listed:

→ *Bakers, Department Stores, Dairies, Furriers, Bottlers, Meat Packers, Laundries, Food Stores, etc.*

- **BETTY AND BOB**—dramatic serial of Betty and Bob and their crusading newspaper—"ordinary folks who lead extraordinary lives."

→ *Department Stores, Public Utilities, Shoe Store, Builders, Defense Industries, Tobacconists, etc.*

- **FLYING FOR FREEDOM**—thrilling authentic stories of today's war heroes of the air.

→ *Theatres, Women's Apparel Shops, Furniture Stores, Dairies, Bakeries, Optometrists, Beauty Shops, Drug Stores, Jewelers, Furriers, Cleaner, Laundry, etc.*

- **HOLLYWOOD HEADLINERS**—Stella Unger's inside stories of Filmdom's Famous.

- **LET'S TAKE A LOOK IN YOUR MIRROR**—Practical talks to women on developing charm and personality by Stella Unger.

→ *Ice and Coal Dealers, Laundries, Beverages, Jewelers, Real Estate, Tobacconists, Optometrists, Men's Clothiers, etc.*

- **FIVE MINUTE MYSTERIES**—Complete with clues and solution, and time for commercials, in 5 minutes.

→ *Furniture Stores, Druggists, Women's Wear, Printers, Banks, etc.*

- **WHO'S NEWS**—Interviews with world famous personalities.

→ *Brewers and Bottlers, Tobacconists, Soap Mfrs., Men's Stores, Car Service Stations, Fuel Companies, Luggage Stores, etc.*

- **CARSON ROBISON AND HIS BUCKAROOS**—Music of the Plains and popular hits with instrumental novelties.

→ *Clothing Stores, Furriers, Druggists, Department Stores, Insurance Co., Photographers, Laundries, Fuel Companies, etc.*

- **TIME OUT with TED STEELE and GRACE ALBERT**—Boy and girl banter with popular music duets and Novachord solos.

- **TIME OUT with ALLEN PRESCOTT**—Music and comedy m.c.'d by Prescott, famous as *Wife-Saver*.

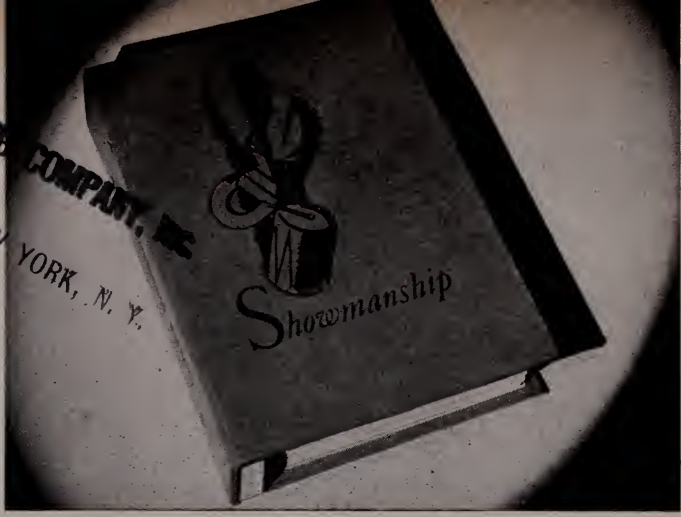
→ *Newspapers, Mortuaries, Dairies, Banks, Cleaners, Laundries, Restaurants, Insurance Agents, Chiropractors, Department Stores, etc.*

- **GETTING THE MOST OUT OF LIFE-TODAY**—with Wm. L. Stidger—Practical philosophy that everyone enjoys.

NEW—THE NAME YOU WILL REMEMBER—Five-minute crisp capsule commentaries on people in the news—titled for natural tie-in with sponsor's name.

Ask your local station to audition these programs for you or write direct. For more information on NBC Recorded Programs, see page 314.

NBC RADIO-RECORDING DIVISION
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
30 Rockefeller Plaza, New York, N. Y.
CHICAGO • WASHINGTON, D. C. • HOLLYWOOD



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News and the War 292

Harold J. Vermeulen

Good taste in commercial copy becomes a wartime necessity writes the president of the Vermeulen Furniture Co., Kalamazoo, Mich.

Sing, Babee, Sing! 295

A. C. Rankin

Service plus showmanship are essentials for successful selling cites the general manager of the Teague Hardware Co., Montgomery, Ala.

Tested and Approved 298

An RS Analysis

How the year-old Northwest Homemakers Testing Bureau became an outstanding contribution to advertising in 1942 is told here.

Continuity is the Name 300

George W. Smith

Atlas to the radio world is the modern continuity writer claims the managing director of Radio Station WWVA, Wheeling, W. Va.

Advice for Department Stores 302

An RS Analysis

The editors of RADIO SHOWMANSHIP MAGAZINE point out advantages in showmanizing the radio program.

Radio Showbook 303

Section I

Here is the first half of a directory of transcribed, script and live show availabilities for the local and regional sponsor.

Proof O' the Pudding 324

SINCE Pearl Harbor brought World War II to these United States, news programs have been hitting new audience highs. While the stunning suddenness of the outbreak of war caused the listening index to skyrocket, succeeding events have maintained it at record levels. One indication that every American citizen feels that the outcome of the war is a matter of vital personal concern is the fact that summer radio sets in use were this year phenomenally high. Undoubtedly one factor in the heavy summertime listening is this tremendous interest in world events.

Radio and its sponsors are performing an essential and patriotic service for the American public in the dissemination of news and informed opinion. Since Pearl Harbor, the great value of radio in the broadcasting of accurate, constructive and instructive information and opinion has been dramatically illustrated.

Certainly, radio has provided a means for giving news to elements of the population which have never before been adequately served by any other medium. In addition, it has been an important supplementary medium for people habitually interested in the news.

News ar

Good Taste in Commercial

Harold J. Vermeulen, Presi

While the present crisis has dramatized these facts, those interested in radio as an advertising medium should not overlook the fact that this present-day coverage of the news, and the public's confidence in radio newscasts is actually built up on radio's record of *past* performance. The contemporary sponsor of a news show perhaps reaps an extra dividend in the size of his present-day listening audience, but radio has always had its devoted followers of news programs.

In January, 1942, the VERMEULEN FURNITURE Co. started its fourth year of uninterrupted sponsorship of the *Overnight Final*, heard from 8:15 A.M. to 8:30 A.M. on WKZO, Kalamazoo, Mich.



le War

es Wartime Necessity Says e Vermeulen Furniture Co.

This radio program has given us the best results of any radio advertising we have ever used. It's not an easy matter to check accurately the direct response from our radio advertising, but we have noted a nice increase in our out-of-town business. This we believe is largely due to our morning news broadcast.

If news interest were only a matter of wartime emergency, of course we could not claim the results we do from radio. But news has always brought results, and more so now than ever. And one thing that has been of particular value to us in our business is the fact that everyone likes news. Particularly noticeable in the findings of many surveys is the fact that women as well as men are

strong for news broadcasts.

From the sponsor's viewpoint, news broadcasts in wartime should create no serious problems. True, peacetime practices in news broadcasting have changed in some respects, and the broadcaster must be on guard against divulging vital information to the enemy.

In regards to the later point, we have faith in our newscaster, Paul H. Aurandt, who airs the *Overnight Final*, and the choice of news items and their interpretation is his to make. Our faith in our newscaster is indicated by the fact that we feature him in newspaper advertising, as well as in store and window displays. If we don't have confidence in him, how can we expect our listeners to tune him in?

The commercials are, however, the sponsor's worry. But what is a necessity in wartime commercial copy writing is nothing more than good taste in peacetime practice. VERMEULEN's concentrates

● In both window and store displays, the VERMEULEN FURNITURE CO. uses reminder cards to call attention to its daily news program heard six times a week.



on the upper and medium priced brackets, and features the largest home appliance department in Western Michigan. The store itself covers half a downtown block.

With this in mind, we must also remember that radio listeners are anxious news listeners today and broadcasters have a real responsibility in giving out this news without resorting to production techniques that dramatize or excite situations. For the same reasons, commercial copy, too, must definitely conform to this objective pattern of simplicity in presentation and calmness in manner. However, we have always found that with the listening group we were



Athletically inclined is Harold John Vermeulen, founder of the Vermeulen Furniture Co., Kalamazoo, Mich. High school athletic prowess culminated

with his selection as the unanimous choice of all high school coaches as the forward on the all-state team.

Pictures on his office wall give a strong clue to another favorite diversion: sail-boating. Each summer week-end finds him sailing at Lake Macatawa or Lake Michigan. An office wall cabinet houses several trophies won in races. "First mate" on the 22 square meter keel sloop: his wife, Fannie.

Vice commodore Vermeulen came by his interest in home furnishings naturally. His father was a furniture store manager, taught son Harold the ropes. Five years of experience gave the youngster the ambition for a store of his own. The dream became a one-room reality in the large building the firm now occupies. Competitors then knew him as "the baby furniture dealer."

most anxious to reach, this objective pattern was by far the most successful.

Certainly no sponsor who conforms to the BROADCASTERS VICTORY COUNCIL recommendations as approved by the NATIONAL ASSOCIATION OF BROADCASTERS Code Committee suffers from any great handicap. That committee suggests that the opening and closing commercial identification be as short as possible. In the long run, that's just good sense. The listener is interested in the news itself, and there are numerous ways other than through long-winded commercials by which the sponsor may tie-in his company with its news sponsorship. We ourselves do it through newspaper advertising, and store displays which feature the show, its broadcaster, the station and the VERMEULEN FURNITURE Co.

In regard to the middle commercial, it is important for the newscaster to exercise care in the selection of the news which precedes it. Good will being the important factor it is, sponsors must exercise caution in handling disaster stories. If advertising copy is inserted immediately after the story, some listeners might become offended at this evidence of bad taste.

As to the best type of middle commercial, we ourselves have always used institutional copy or reference to one particular product in general terms. Example: PHILCO FOR '42, or BEAUTY REST COMFORT. Such copy does less to break the news pattern than do direct selling messages, and this practice keeps more listeners attentive to our general message.

That such methods result in sales bonuses for sponsors is our considered opinion. Three other furniture organizations in Western Michigan have bid for news on WKZO when openings have occurred. We aren't the only ones to know a good thing when we see it! But in our belief, and in the belief of the station, competitive business using the same type of broadcast does not pay out. While the VERMEULEN FURNITURE Co. is on the air with news broadcasts, we have exclusive sponsorship on WKZO. We've been on the air four years, and have many more to go.

Sing, BABEE, Sing!

Service Plus Showmanship for Successful Selling Cites

A. C. Rankin, General Manager of Teague Hardware Co.

PERHAPS *showmanship* is a word which defies specific definition. Radio men talk about it. Advertising agencies and sponsors agree that it is a radio essential. But no one is able to put his finger on *showmanship*, point it out for all to see.

There are big shows which get tremendous popularity ratings. There are others which without any fan-fare are renewed year after year; same hours, same stations, same shows.

What then, is this absolute essential which everyone talks about and no one defines? If it has any meaning at all, *showmanship* is *what the audience likes*.

The TEAGUE HARDWARE Co. has a radio program which is a case in point. On July 1, TEAGUE's *Minute Man* radio program celebrated its 3,239th consecutive daily-except-Sunday broadcast.

When WSFA, Montgomery, Ala., went on the air in 1930, the TEAGUE HARDWARE Co., second largest wholesale hardware firm and distributors in the state, started off with spot announcements and occasional programs. As soon as we could analyze the new field, we made a contract that is still running today; four newscasts daily with the first newscast centered in the morning half-hour period. With only one change the *Minute Man* program of today is identical with the program we aired first in 1931.

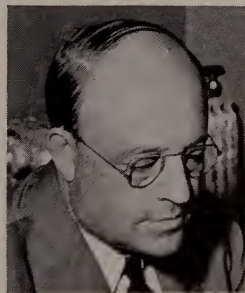
That change came when a little Hartz Mountain canary, one of the minor features, stole the show. *Babee*, as this little singer is known, steps up to the microphone when the red light comes on and opens the program with a cheery solo. He also renders solos for special

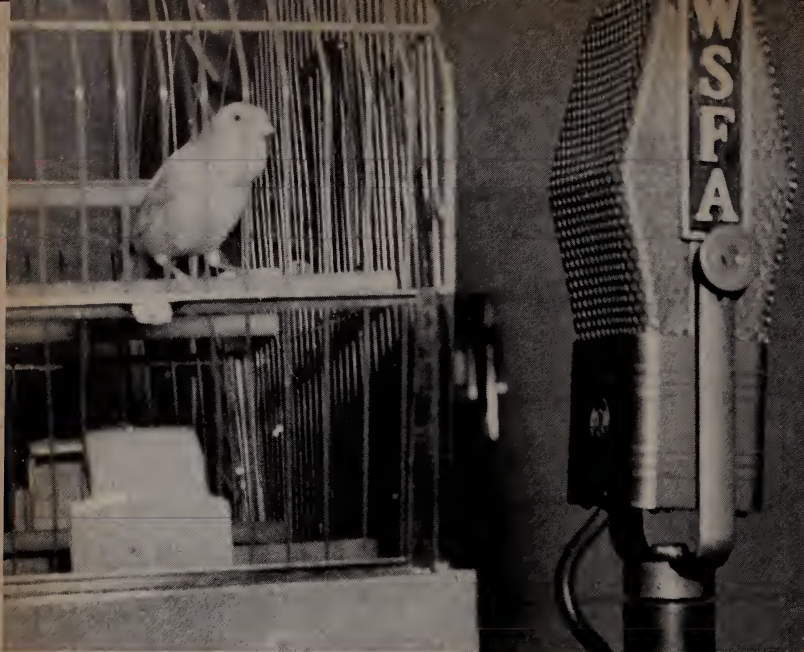
birthdays or anniversaries, sings to the music of *Dad* or TEAGUE's *Minute Man* at the piano and solovox throughout the program, and then closes off the period with another solo.

Babee is one of the elements which makes the program the popular one that it is, and our thesis is that *showmanship* is a combination of similar elements which people enjoy. Of course, different people like different things and the same person likes different things at different times of the day; the

Nonnewcomer to Montgomery, Ala., is Albert Clarence Rankin, shown above. Businessman Rankin first trod the Montgomery streets as a bare-foot boy of

eight. Taking his first job with Teague's as a collector, he went up the ladder, reached the top rung, is now general manager of the firm. His duties: to manage the one big, main 4-story building, and the five warehouses which have a total of more than 170,000 square feet of storage space. Because he is a recognized leader in his field, Southland paid tribute to business executive Rankin by electing him president of the Southern Hardware Jobbers Association two years in succession, 1939, and 1940.





important element is the sum total of *likes* as opposed to disinterest.

The skeleton or frame of our morning broadcast was planned to give utmost service to the listeners in the Southeast. It's timed for breakfast time and opens with the alarm clock time signal at 7:15 A.M. Until 7:45 A.M., *Old Faithful*, the alarm clock, broadcasts his ticks and tocks every five minutes so there is no question about the time of day. Certainly, this feature is especially valuable as a means of holding city listeners.

Censorship eliminated the reading of temperatures and weather forecast, but *Babee's* opening song seems to fill that spot. At 7:20 A.M. comes TEAGUE's *Bulletin Board*, a service offered free for all events of community and civic interest.

This feature appeals especially to the rural listeners and communities served with only weekly newspapers. Since the censorship ban we have gone stronger than ever on this feature as it is of such a nature that we can check in advance. At times, this period carries as many as 20 announcements of such things as dances, PTA meetings and Red Cross campaigns in various counties.

One morning, for example, two minutes before the program, came a long

distance call for *Uncle Jack* from Tallassee, 40 miles distant. The funeral of a prominent citizen had been announced for that day, but had been postponed until Sunday afternoon to permit arrival of a son in the navy. The only way of reaching friends in that county was WSFA and TEAGUE's *Bulletin Board*. As the result of two mentions on the one program, not a single friend went to the church that morning, although church and home were crowded to capacity on Sunday.

While we used to run a 7:25 A.M. birthday and anniversary party, we have discontinued name calling for the duration. However, *Babee's* greeting song and the reading of some extra good

● *Right . . .* When *Dad* became TEAGUE'S *Minute Man* eleven years ago, he was handsome, single and care-free. Now he is married and the proud father of two youngsters. Listeners to the program have followed with interest the progress of his love affair, wedding, and the births of his two children. *Babee*, *Dad* and *Uncle Jack* are by-words throughout the territory.

● *Left . . .* Show stealer is the little Hartz Mountain canary, *Babee*, but while his performance is sweet, it is not one of the *mysteries of life*. First requirement for a successful singer: one whose volume does not change too much. After the bird is accustomed to the studio, a vanity mirror attached with a rubber band to the microphone is step number 2. Then have the pianist play lively, soft, cheerful music, featuring especially the violin notes of the solovox of the upper scale. That's all there is to it. If you don't succeed at first, try, try again. *Uncle Jack* bought and trained more than 40 canaries before finding *Babee*.

birthday cards to all celebrating birthdays on each particular day seems to do the trick.

At 7:30 A.M. comes eight minutes of the latest news of the hour. Then comes the musical treat of the morning, *Today's Memory Tune*, a special selection by *Dad* and *Babee* with no interruption. *Babee's* farewell solo closes the program.

Throughout, the program stresses service, and *Babee* is featured merely to get human interest. It is the multiplicity of service features which keeps the listeners tuning in. However, nine out of ten visitors to the WSFA studios ask to see *Babee* as soon as they hit the door. Last year there were 5,000 post card re-

quests for pictures of our little star.

Commercials? Many times there are none. At other times the two commercials are ad-libbed wherever the special announcer known only as *Uncle Jack* finds a place.

Yet the program has done an outstanding job in merchandising, and long ago we discontinued all newspaper advertising. Naturally, our emphasis is on branded lines, and we advise listeners to see their dealers. For example, when WEEZEL fish lures first came out, TEAGUE's was exclusive distributor. We almost literally put a WEEZEL in every tackle box in the territory that year. Next year, however, the manufacturers sold direct. Without radio plugging the lure, sales dropped. Now, you seldom find one in any tackle box. *Another evidence of the listening appeal*: more than 10,000 RAND-McNALLY world maps were distributed to listeners sending in 15 cents in coin or stamps.

With our stocks changing oftener and faster than ever before, due to priorities and change-overs, we feel that we need this program more than ever before. If markets close up so we can't get merchandise for the duration, we might conceivably discontinue our three daily newscasts but we will never stop the *Babee* program. Even if we should run entirely out of merchandise we know that this program offers us our best means of getting back after the war is over.

Every indication points to the fact that our morning show's numerous service features are what both rural and urban listeners want at that particular time of the day. In other words, it has *showmanship!*

I want to emphasize that *showmanship* isn't a matter of expensive outlay or elaborate programs. Of course, we are proud of the fact that this one show is the best mail puller on WSFA, but here is further proof of our thesis: an extensive survey among listeners of central Alabama revealed that our morning program was as popular as a large and expensive network broadcast with which our program competed. It's all in giving your listeners what they like!



WHILE the man of the family may bring home the bacon, it is the lady of the house who is most apt to buy it. Millions of advertising dollars are directed each year at

the feminine contingent, and it is the favor or disfavor of the Distaff Side which determines the ultimate success of almost any advertising campaign.

Advertisers spend thousands of dollars testing their products in germ-proof laboratories, but these same products must all pass the ultimate test of *consumer acceptance*.

When a participating show directed



at women has built up a tremendous listening audience, couldn't this same listening group be used as a testing grounds for consumer acceptance?

A year ago, logic of this kind led to the creation of the *Northwest Homemakers Testing Bureau*. Its originator was Ann Ginn, director of Women's Activities on WTCN, Minneapolis and St. Paul, Minn.

Currently, there are about 2,500 women, real homemakers, who belong to the

Tested and

How the Year-Old Northwest A 1942 Outstanding Cont

Bureau. They are voluntary members who sought membership. It was not forced on them. As a result, when a questionnaire is sent out, Ann Ginn can depend on a minimum return of 85 per

● *Right . . .* First Lady of Twin City radio, Ann Ginn, plays hostess to 50 members of the *Northwest Homemakers Bureau*. *Breakfast at the Curtis* is a bi-weekly event.

● *Left . . .* No stodgy spieler is dark-haired, dark-eyed Ann Ginn. Her rapid-fire delivery crackles with both common sense and good humor. Listeners know that in addition to her radio work, radio-woman Ginn manages a successful home. They know, too, about her children, Rickey and Ann Pat. As a result, when she speaks of home economics, housewives know that her talks are based on a real foundation.

cent.

While there are numerous examples of how this *Bureau* is of real benefit to the manufacturer, one will suffice. Not long ago a food specialist developed a new product. After months of fussing in the laboratories, the manufacturer was ready to launch his product. He, as a participant on Ann Ginn's daily 9:45-10:15 A.M. program, had invitations sent to the *Testing Bureau's* 2,500 members. Members were requested to get the prod-

Approved!

Homemakers Testing Bureau Became Product Advertising Is Told Here

product (cost free) from their grocer, test it at home and then send in a filled-out questionnaire.

Back came the returns. All were favorable, but at the same time, 98 per cent

Too, *Bureau* members who test a product, find it good, are a tremendous factor in forcing distribution. The ZINSMASTER BAKING Co. of Minneapolis is a case in point. This bakery was ready to come on the market with a new type of bread made with a cereal flour for which remarkable properties were claimed. Out went 2,500 letters and questionnaires to *Northwest Homemakers*.

Returns showed the women unanimous and unstinted in their approval of the new product. Most important, they wanted more of it. As a result, grocers were required to stock it on the bread rack. The *Northwest Homemakers Testing Bureau* had forced a distribution that might have taken costly months of



of the women remarked pointedly on one small factor which the maker had overlooked. To eliminate it meant a change in the manufacturing process, but it was done. On second testing, all members remarked favorably that this objection had been overcome.

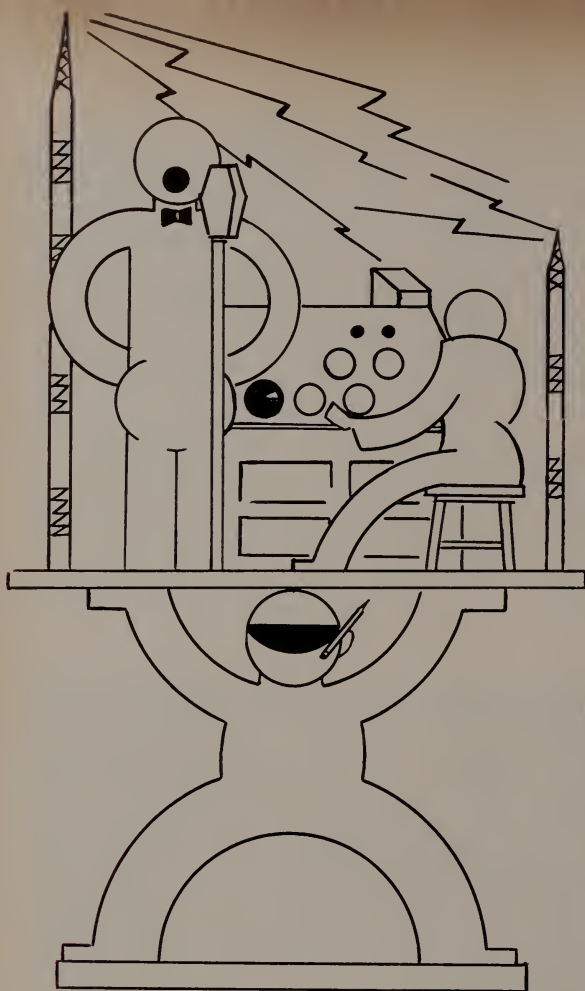
In other words, if the manufacturer had followed the usual routine, it would have taken several months to learn that one small factor kept the product from gaining consumer acceptance.

cultivation and selling to merchants.

Outstanding is the fact that this job is done by radio for radio. With deliberate intent, the *Bureau* was given no publicity aside from what it received on Ann Ginn's own *Around the Town* program.

An outgrowth of the original plan is *Breakfast at the Curtis*. The CURTIS HOTEL in Minneapolis and the ST. PAUL HOTEL in the adjacent city are two of the swankiest hostelryes in the Twin

(Continued on page 326)



C

Continui

Atlas to the Radio Wo

Geo. W. Smith, Managir

toys. And so today, the youngster, who by the way has grown to be a man, hardly recognizes his toys of 20 years back.

Among the toys was one the advertising profession had known for ages, but in a different garb. It was made up of nouns, verbs, adjectives, prepositions, and an abundance of superlatives. The toy did resemble *copy*, but still it wasn't *copy*. Then came *continuity*, and with it some new and intricate problems.

What is this thing called continuity? In simple to-the-point English, it is that part of a radio program which produces the joyful sound every sponsor craves to hear; the ring of the cash register.

The inspired baton of the famous conductor may lift his orchestra to the very clouds of ecstasy, but such achievement will not send Mrs. Jones on the run to the corner drug store for a pound of coffee. The golden voice of the singer may hold his listeners spellbound and thrilled to the core, but that doesn't convince Mrs. Brown that her schoolgirl complexion will vanish if she does not hustle to the corner drug store for a jar of *Beautee Cream*.

While temperamental artists argue what they will or will not do, and production managers tear their hair in an effort to whip the show into shape, away back in the corner office sits the continuity writer. His is the most important assignment of the entire works. With him rests the job of actually inspiring the urge in millions of listeners

SOME 20 years ago, a babe in swaddling clothes boldly knocked at the bronze cast doors which for years have guarded the sacred and accepted precepts of the advertising profession. The youngster, despite his awkward steps and stuttering speech, crashed those impressive doors. It was admitted that he was a different sort of a youngster, but that in itself was his admission ticket to the Happy Hunting Ground of advertising men.

That bold youngster was radio!

Naturally, the babe in swaddling clothes commanded considerable attention. He carried a bag of tricks which had all the earmarks of something new with which to tinker. Before they knew what had happened, august advertising seers were down on their knees having the time of their lives with the kid's

the Name

Continuity Writer Says of Radio Station WWVA

to buy the sponsor's product.

What is this thing called continuity? It is a thing of sufficient importance to demand as much, if not more attention, than any other feature of the program. *"The finest coffee on earth"* won't do! The job of the continuity writer is to put words into an announcer's mouth that will fairly fill the listener's nostrils with the intoxicating aroma of good coffee; words that will make mouths yearn for a cup of the sponsor's brand. *"Ladies, it's the best cream that can be made"* will not give a sponsor the run for his money to which he is entitled. Those ladies must actually feel the velvety soft sensation of *Beautee Cream*.

The late Claude C. Hopkins, who achieved fame as a \$100,000-a-year advertising writer called PUFFED RICE, *"Shot from a gun!"* Simple? Sure, but it's got the boom that counts.

Of Hopkins, Mark O'Dea said: "He worshipped products. He sought their merits. He had a peculiar knack for translating their virtues. He gave reasons why people should buy his wares. Invariably, his reasons were alluring."

"His reasons were alluring." There's the punch tip for continuity writers.

Writers of commercial continuity have a tremendous edge. It is the power of words well chosen *plus* the supreme force of verbal presentation. They can write, *"The bubbling, sizzling, tangladen goodness of Gold Top Ginger Ale makes you wonder where good ginger ale has been all these years!"* On paper it may be just so many words, but in the mouth of an announcer who can really sell, it *"Drives men to drink!"*

A man who is intensely proud of radio, and a man of whom radio may well be proud is George William Smith, shown above.



A native of Toledo, O., radio-man Smith came to Wheeling, W. Va., in 1923 to enter the advertising agency of B. W. Hicks and Staff. When radio station WWVA first took to the air in 1926, adman Smith was quick to see the opportunities for unlimited exploitation in a brand new advertising field. Result: second program broadcast over WWVA was sponsored by a B. W. Hicks account, and George W. Smith was vocal soloist. (He reminds us there was no talent fee).

Thereafter, he convinced many of his accounts to try radio advertising, and to concentrate more fully on the new medium, he opened his own advertising agency in 1928. In the spring of 1931, adman Smith took his enthusiasm and confidence in radio with him to the Managing Director's chair of the West Virginia Broadcasting Corporation.

Continuity writers have transformed the *divinity* of the printed word into the still more divine eloquence of the spoken word. They tug at heart strings; they inspire appetites; they change deep-rooted habits; they glorify anything and everything that will make for better living. In so doing, they sway millions as if by some magic wand.

As the flash of art work is expected to halt roving eyes, so is entertainment planned to keep itching fingers off the dial. But to *copy* has always been assigned the definite and important job of transferring attention from the eye to the pocketbook, and so to radio continuity is delegated the task of transferring attention from the ear to the purse.

Add Showmanship to Institutional
And Departmental Radio Offerings

♪ Advice ♪ For Department Stores

To Successfully Round Out A Three-Point Merchandising Plan

STRANGEST paradox in radio is the attitude of the average "black and white" trained department store advertising executive who turns to radio advertising. He assumes, first of all, that *local* radio cannot compete with *network* radio. Then, when he does go on the air, he assumes that department store commercials are newsy enough to get along with a minimum of *other* entertainment.

The advertiser who carries newspaper technique into radio will find himself as handicapped as a pantomimist trying to compete on a *Major Bowes Air Show*.

In newspaper, the advertiser devotes his entire efforts to layout and copy. He relies on the news stories and editorials of the newspaper to create his readers.

In radio, on the other hand, the successful advertiser not only concerns himself with his commercial copy, but he also has an opportunity to create his own audience.

You don't have to be a Barnum to be a successful radio showman. You don't even have to produce the program or select the talent. But you *do* have to know enough about *showmanship* to enable you to make your decisions on something more than your own and your family's personal listening preferences.

How many of you are sponsoring sports programs just because *you* like Joe Di Maggio or Hank Greenberg? How many are pouring out good American dollars for a program of symphonies be-

cause Mamma is a patron of the arts? And, worst of all! Just because your life is wrapped around the buying and selling of dry goods, how many of you are devoting an entire 15-minute show to the romance of a piece of corduroy? It may be *dry goods* to you. It's just *dry* to the rest of the world.

Instead of envying the success of network programs, follow their tested patterns. Entertaining *syndicated* programs can compete successfully for listening audience with any national program. And a good *local* show has the advantage of *proximity* and *familiarity* of names that will out-draw a national show if it gets a chance.

Once you plan an interesting program, don't sit back and wait for it to pick up listeners. *Go out and sell the public*. For every dollar you spend on radio time during the first few weeks, plan as much, if not more, for promotions. Once the *start* is successful, the program will almost carry itself if it's made of the right stuff!

The department store is invariably the number one advertiser in the local newspaper, but more times than not, its radio program is the smallest space-getter in the publicity columns of newspaper radio pages. Newspaper publicity is *yours* to command! Store windows are sure-fire promotion media. Envelope stuffers make another excellent promotion for a radio program.

All that's required to make an ordinary show *good* is a little extra effort.



SECTION I

RADIO *Showbook*

Compiled by

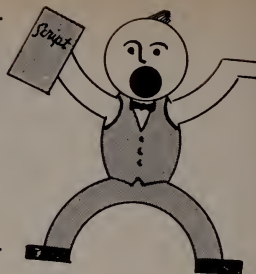
**MARIE FORD, Editor of
RADIO SHOWMANSHIP
MAGAZINE**

**TRANSCRIBED, SCRIPT,
and LIVE TALENT SHOW
DIRECTORY**

**for Buyers of Local, Regional
and National Radio Time**

SHOWS BY PRODUCERS

Type refers to method of production; electrical transcription, script or live talent. *Time unit* includes time for sponsor's commercial. *Class* designates general subject matter.



AMERICAN RADIO SYNDICATE
1 East 44th St.
New York City.

AMERICAN TOWN A dramatic series of half-hours dedicated to the fact that Americans of today have the same blood and willingness to start all over again that they had when first they came to this country. Each script a complete story. Small cast.

Type: Script
Time Unit: 30 Minutes
Appeal: General
Class: Dramatic Feature; Patriotic

THIRTEEN BY HENLEY A series of half-hour plays that have been tested on the networks. Designed for the sponsor who desires to present his local Little Theatre on the Air. Written by Arthur Henley.

Type: Script
Episodes: 13
Time Unit: 30 Minutes
Appeal: General
Class: Dramatic Feature

VAMPIRE Series for a cast of two. Each series is complete in 65 episodes. Program makes use of the "comic strip" technique.

Type: Script
Episodes: 65
Time Unit: 5 Minutes
Appeal: General
Class: Supernatural Mystery
Sponsorship: Beverages, Tobaccos, and General

ASSOCIATED MUSIC PUBLISHERS, INC.
25 West 4th St.
New York City

BEYOND REASONABLE DOUBT Dramatic strip show built in two cycles. Cycle one is built around circumstantial evidence, following a murder. Second cycle moves to the locale of the Caribbean. A romantic triangle is maintained throughout.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Detective Series

SOME AMERICAN HOMES A home economics series, featuring Ida Bailey. Self-contained. Merchandising tie-ins.

Type: E.T.
Time Unit: 15 Minutes
Schedule: 2 to 6 Times Weekly
Appeal: Feminine
Class: Home Forum

ANN BARBINEL
150 Riverside Drive
New York City

PSALM OF LIFE Each program takes as its text,

one of the Psalms of David. It dramatizes a moment in life today, showing how the words of that particular Psalm apply.

Type: E.T.
Time Unit: 30 Minutes
Schedule: Once Weekly
Appeal: General
Class: Religious
Sponsorship: Mortuaries, Trust Companies, and General

BASCH RADIO PRODUCTIONS
17 East 45th St.
New York City

AT HOME Emceed by Frances Scott, show features interviews with women in all income brackets. Series presents the consumer point of view. Merchandising tie-ins.

Type: E.T.
Time Unit: 15 Minutes
Schedule: 3, 5 or 6 Times a Week
Appeal: Feminine
Class: Interviews; Household Forum

FACT OR FANTASY Stories of mental and psychic phenomena checked for fact but unexplained by science. Based on a syndicated column by Ed Bodin.

Type: E.T.
Episodes: 40
Time Unit: 5 Minutes
Appeal: General

IT TAKES A WOMAN Individual stories about the average woman.

Type: E.T.
Episodes: 200
Time Unit: 5 Minutes
Appeal: Feminine
Class: Dramatizations
Sponsorship: Household Products

PERSONALITY PARADE Behind-the-scene stories of interesting people, some well-known, others merely people with fascinating stories.

Type: E.T.
Episodes: 40
Time Unit: 5 Minutes
Appeal: General
Class: True-to-life Stories

BENNETT DOWNIE ASSOCIATES
6677 Maryland Drive
Los Angeles, Cal.

CAPTAIN DANGER A dramatic serial of the South Seas.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventure Serial

WALTER BIDDICK CO.
 RADIO PROGRAMS DIVISION
 568 Chamber of Commerce Bldg.
 Los Angeles, Cal.

BLAIR OF THE MOUNTIES Individual, self-contained stories about the Canadian Mounted Police.

Type: E.T.
 Episodes: 39
 Time Unit: 15 Minutes
 Appeal: Masculine and Juvenile
 Class: Adventure

DAREDEVILS OF HOLLYWOOD These self-contained stories center around Hollywood doubles, stunt men, etc.

Type: E.T.
 Episodes: 26
 Time Unit: 15 Minutes
 Appeal: General and Juvenile
 Class: Dramatic

DRAMATIZED SPOTS A series of 26 spot announcements for each of the businesses listed below.

Type: E.T.
 Episodes: 26
 Time Unit: 1 Minute
 Sponsorship: Women's Wear, (Credit); Men's Wear, (Credit); Furniture Dealers, (Credit); Furriers, (Credit); Auto Loans; Jewelers, (Credit); Loan Companies; Dry Cleaners and Laundries; Optometrists; Used Cars

GREEN VALLEY LINES A railroad story thriller.

Type: E.T.
 Episodes: 26
 Time Unit: 15 Minutes
 Appeal: General
 Class: Dramatic Serial

HARMONY ISLE Hawaiian music is featured.

Type: E.T.
 Episodes: 25
 Time Unit: 15 Minutes
 Class: Music

SONNY AND BUDDY Story of children who are kidnapped, taken to Mexico.

Type: E.T.
 Episodes: 100
 Time Unit: 15 Minutes
 Appeal: Juvenile
 Class: Dramatic Serial

TREASURE OF THE LORELEI A thriller in serial form of adventure on the high seas.

Type: E.T.
 Episodes: 26
 Time Unit: 15 Minutes
 Appeal: General
 Class: Dramatic Serial

G. C. BIRD & ASSOCIATES
 1745 No. Gramercy Place
 Hollywood, Cal.

DRAMALET SPOTS

Type: E.T.
 Episodes: 20
 Time Unit: 1 Minute announcements
 Sponsorship: Shoes; Opticians; Jewelers; Loan Companies; Clothiers

EXCLUSIVE STORY Newspaper thrills behind the headlines.

Type: E.T.
 Episodes: 39
 Time Unit: 15 Minutes
 Appeal: General
 Class: News Dramatization

FEDERAL AGENT Self-contained. Federal detective stories with a "Crime does not pay" motif.

Type: E.T.
 Episodes: 39
 Time Unit: 15 Minutes
 Appeal: Juvenile and General
 Class: Mystery Thriller

FIVE STAR THEATRE Two-act dramatized plays, self-contained.

Type: E.T.
 Episodes: 39
 Time Unit: 15 Minutes
 Appeal: Feminine and General
 Class: Dramatizations

IF IT HAD BEEN YOU Self-contained adventures which require immediate solution. Several solutions are offered, but only one is correct. Can be used as a listener participation.

Type: E.T.
 Episodes: 39
 Time Unit: 15 Minutes
 Appeal: General
 Class: Dramatic Quiz

SUNNYSIDE The trials and tribulations of the Broadhurst family. Packed with riotous humor.

Type: E.T.
 Episodes: 39
 Time Unit: 15 Minutes
 Appeal: Feminine and General
 Class: Domestic Serial

SUSPICION Detective story with hidden clues for audience participation.

Type: E.T.
 Episodes: 39
 Time Unit: 15 Minutes
 Appeal: General
 Class: Mystery Quiz

WE, THE JURY Self-contained audience participation show with a court-room setting.

Type: E.T.
 Episodes: 39
 Time Unit: 15 Minutes
 Appeal: General and Masculine
 Class: Dramatic Quiz

BLUE NETWORK, INC.
 30 Rockefeller Plaza
 New York City

BAUKHAGE TALKING Daily series of news commentaries from Washington, D. C.

Type: Live Network
 Time Unit: 15 Minutes
 Schedule: Afternoon, Daily
 Class: News Commentary

GANGBUSTERS Detective story with a "Crime does not pay" angle.

Type: Live Network
 Time Unit: 30 Minutes
 Schedule: Friday
 Class: Mystery Series

HOUSE IN THE COUNTRY Story of the everyday life of a young couple who forsake Manhattan for an old farm house.

Type: Live Network
 Class: Domestic Serial

NEWS HERE AND ABROAD Daily newscast from Washington, D. C.

Type: Live Network
 Time Unit: 15 Minutes
 Schedule: Daily, Evening
 Class: News Commentary

SCRAMBLE! Air adventure combined with aviation news. Designed to promote aviation and to interest more young people in flying.

Type: Live Network
 Time Unit: 30 Minutes
 Schedule: Friday, 7:00-7:30 P.M.
 Appeal: Juvenile
 Sponsorship: Manufacturers of aircraft or related products.

BRISACHER, DAVIS & STAFF
Crocker Building
San Francisco, Cal.

AMERICAN CHALLENGE Dramatization of persons and events in American history.

Type: E.T.
Episodes: 39
Time Unit: 30 Minutes
Appeal: General
Class: Historical Dramatization

THE HOUSE NEXT DOOR Interviews in the homes of interesting people conducted by Ann Holden.

Type: E.T.
Episodes: 13
Time Unit: 15 Minutes
Appeal: Feminine
Class: Interview
Sponsorship: Paint Supplies and General

STANDING ROOM ONLY Hugh Herbert stars in this transcribed comedy show.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: Variety Show
Sponsorship: Beverages, Tobaccos, and General

BROADCASTERS MUTUAL
TRANSCRIPTION SERVICE
818 So. Kingshighway Blvd.
St. Louis, Mo.

ALL IN THE FAMILY The adventures of the six members of the Farrington family.

Type: E.T.
Episodes: 65
Time Unit: 15 Minutes
Appeal: Feminine and General
Class: Domestic Serial

OZARK MINSTRELS Fourteen entertainers present hillbilly music.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: Music

THE SECOND YEAR

Type: E.T.
Episodes: 65
Time Unit: 15 Minutes
Appeal: Feminine
Class: Dramatic Serial
Sponsorship: Household Products

BROADCASTING PROGRAM SERVICE
45 West 45th Street
New York City

HAVE FUN WITH STAMPS A quiz program especially designed for the 5,000,000 youngsters who are devout stamp collectors. One man cast. Merchandising tie-ins.

Type: Script
Time: 30 Minutes
Schedule: 1 to 3 Times Weekly
Appeal: Juvenile
Class: Quiz; Informational

ARTHUR B. CHURCH PRODUCTIONS
Hotel Pickwick
Kansas City, Mo.

THE TEXAS RANGERS LIBRARY A library of 300 different selections make it possible to build five quarter-hour shows per week for 13 weeks

without repeating a single number. Instrumental and vocal music of all types.

Type: E.T.
Class: Music

COMER RADIO PRODUCTIONS
101 West 11th St.
Kansas City, Mo.

ADVENTURES OF CLEM AND TINA, OR THE FORTY-NINERS The story of a small town Kansas couple who inherit a ranch in California. A show with mass appeal.

Type: E.T.
Episodes: 104
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Serial

THE ADVENTURES OF FRANK FARRELL Adventures of an all-around athlete, Frank Farrell.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventure Serial
Sponsorship: Shoes and General

THE AIR ADVENTURES OF JIMMIE ALLEN An aviation serial with plenty of action.

Type: E.T.
Episodes: 650
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventure Serial

ANN OF THE AIRLANES Adventures of Ann Burton, a girl whose chief ambition is to become an air hostess. Action takes place between the United States, South America and Africa.

Type: E.T.
Episodes: 65
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Action Adventure Serial

THE RANDALL FAMILY Plot centers around an unusual lamp, peculiarly acquired, which is accidentally disclosed as the hiding place of \$50,000. Musical interludes in the form of parlor songstays by the Randall family and friends.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Mystery Serial

MAC DAVIS FEATURES
1 Montgomery Place
Brooklyn, N. Y.

ACROSS THE SPORT PAGE OF THE WORLD Dramatized weekly human-interest sport page.

Type: Script
Time Unit: 15 or 30 Minute Scripts
Schedule: Once Weekly
Appeal: General and Masculine
Class: Sports

DIAMOND DUST The low-down on baseball and its players.

Type: Script
Time Unit: 5 Minutes
Schedule: Up to Seven a Week for the Season
Appeal: Masculine and General
Class: Sports

FOOTBALL FABLES Legends and breathless moments of the gridiron.

Type: Script
Time Unit: 5 or 15 Minutes
Schedule: Up to Seven a Week During the Season
Appeal: Masculine and General
Class: Sports

HEARTBEATS IN SPORT HEADLINES True-life sport tales.

Type: Script

Time Unit: 5 or 15 Minutes

Schedule: Up to 7 a Week, for 13, 26 or 52 Weeks

Appeal: Masculine and General

Class: Sports

THAT'S BASEBALL Stories from the baseball diamond.

Type: Script

Time Unit: 5 Minutes

Schedule: Once Weekly

Appeal: Masculine and General

Class: Sports

THERE WERE SUCH MOMENTS IN SPORT Dramatized show of true-to-life sport yarns.

Type: Script

Time Unit: 15 Minutes

Appeal: Masculine and General

Class: Sports

THE THRILL QUIZ Sport quiz presented in the form of narrated sport thrills.

Type: Script

Time Unit: 15 or 30 Minutes

Appeal: Masculine and General

Class: Sports Quiz

ALLEN FUNT RADIO PRODUCTIONS

52 Vanderbilt Ave.

New York City

FUNNY MONEY MAN Money is given away for silly items to club members in this audience-building show. Musical interludes.

Type: Script

Time Unit: 15 Minutes

Schedule: 5 Times a Week

Appeal: General

WILLIAM GERNANT

521 Fifth Ave.

New York City

LET'S GO TO WORK Series gets job contracts for sincere people seeking employment.

Type: E.T.

Time Unit: 30 Minutes

Schedule: Once or Twice a Week

Appeal: General

Sponsorship: Finance and General

MEET AMERICA Each broadcast originates from a different city.

Type: E.T.

Time Unit: 30 Minutes

Schedule: Once or Twice Weekly

Appeal: General

Sponsorship: Transportation and General

GRACE GIBSON

Suite No. 420

Markham Building

Hollywood Blvd. at Cosmo

Hollywood, Cal.

DOCTORS COURAGEOUS Self-contained dramatizations of true stories in the lives of medical men.

Type: E.T.

Episodes: 52

Time Unit: 15 Minutes

Appeal: General

Class: Dramatic Feature

Sponsorship: Drug Products; Advertising Dentists, and General

DOCTOR MAC Self-contained, human interest drama.

Type: E.T.

Time Unit: 15 Minutes

Appeal: General

Class: Dramatic Feature

Sponsorship: Farm Products, Drug Products, and General

FAMOUS ESCAPES Authentic escapes in history dramatized.

Type: E.T.

Episodes: 39

Time Unit: 15 Minutes

Appeal: General and Masculine

Class: Historical Drama

GUS GRAY, SPECIAL CORRESPONDENT A series of "cases," each serialized, but complete in 26 quarter-hours. Newspaper background.

Type: E.T.

Episodes: 52

Time Unit: 15 Minutes

Appeal: Feminine and General

Class: Mystery Serial; Dramatic Serial

SACRIFICE Dramatizations of the lives of heroes and heroines in history. Self-contained.

Type: E.T.

Episodes: 50

Time Unit: 15 Minutes

Appeal: Feminine and General

Class: Historical Drama

GRAHAM GLADWIN

RADIO PRODUCTION

Suite 232

742 Market Street

San Francisco, Cal.

NEWS OF THE WOMEN'S WORLD A one-man commentary based on woman's conspicuous place in world affairs today. New war edition highlights news of women behind the war front, news of women on the war production front, oddities about women, interviews with prominent women, and news of women yesterday and today.

Type: E.T.

Time Unit: 15 Minutes

Appeal: Feminine

Class: News

GOODMAN RADIO PRODUCTIONS

19 East 53rd St. at Madison Ave.

New York City

ADVENTURES OF ADMIRAL BYRD Adventures encountered in the Antarctic by Admiral Byrd, who introduces each program.

Type: E.T.

Episodes: 26

Time: 15 Minutes

Appeal: General

Class: Adventure; Dramatic Feature

Sponsorship: Merchandising Tie-ins Adapted for Furriers, Retail Stores and Frosted Foods; Also General

BEAUTY THAT ENDURES Semi-classical selections played by members of the Chicago Symphony Orchestra. Vocalist: Charles Sears.

Type: E.T.

Episodes: 52

Time Unit: 15 Minutes

Appeal: General

Class: Music

Sponsorship: Built Especially for Morticians, Memorial Parks, Trust Companies, and Other High Grade Organizations; Also Suited for Furriers and General

BUGLE CALL SPOTS Various bugle calls with hot rhythm and boogie woogie background.

Type: E.T.

Episodes: 26

Time Unit: 1 Minute

CUSTOM BUILT TRUE-TO-LIFE STORIES Dramatized human interest stories. Custom-built for the specific businesses listed below.

Type: E.T.
Time Unit: 5 Minutes
Class: Dramatic Feature
Sponsorship: Jewelry, Furniture, and Personal Loans, 60 Episodes Each; Used Cars and Life Insurance, 54 Episodes Each; Optometrists and Opticians, 93 Episodes; Banking Services, 18 Episodes

DRAMATIZED SPOTS

Type: E.T.
Episodes: 26
Time Unit: 1 Minute
Sponsorship: Jewelry; Optical; Personal Loans

ED EAST'S EASY METHOD OF LEARNING TO PLAY THE PIANO BY EAR Ed East at the piano and guest stars present a course in piano instruction. Suggested for Saturday morning presentation.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Informational
Sponsorship: Furniture; Music Stores; Bottles and General

FUR STORAGE SPOTS

Type: E.T.
Episodes: 26
Time Unit: 1 Minute
Sponsorship: Furriers (Storage)

I AM AN AMERICAN These historical dramatizations feature five minutes transcribed and 10 minutes "live", with audience participation a feature of the script part of the show. Show may be built to sponsor's wishes to reach men, women, children or the family.

Type: E.T. and Script
Episodes: 26
Time Unit: 15 Minutes
Appeal: Feminine and General
Class: Patriotic; Historical

MUSICAL LINGO A legal, copyrighted version of *Bingo*, with listeners participating in their own homes. Game bears the name of the sponsor or product, is played with that name constantly before the listeners. Humor for interest, music for entertainment, and prizes for appeal.

Type: Script
Time Unit: 30 Minutes
Schedule: 1, 2 or 3 Times Weekly
Appeal: General
Class: Music; Quiz

NOTES OF LOVE Joey Nash, formerly of Richard Himber's Orchestra, sings popular love ballads tied in with love letters of today and yesterday.

Type: E.T.
Episodes: One to Three a Week
Time: 15 Minutes
Appeal: Feminine, Daytime Show
Class: Music and Love Letters

SINGING SPOTS

Type: E.T.
Episodes: 30
Time Unit: 1 Minute
Sponsorship: Credit Jewelry; Optical; Credit Clothing; Credit Furniture; Furriers; Auto Loans

SONG A MINUTE SPOTS Local commercial tied in with lyrics of popular ballads sung by Joey Nash, formerly with Richard Himber's Orchestra.

Type: E.T.
Episodes: 20
Time: 1 Minute
Sponsorship: Any Line Appealing to Women

STREAMLINED FAIRY TALES Well-known fairy tales modernized by the Koralites to appeal to kids from six to 60.

Type: E.T.
Episodes: 60
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Christmas; Fairy Tales

SUPERSTITION SPOTS Dramatizations of popular superstitions.

Type: E.T.
Episodes: 30
Time Unit: 1 Minute

THIS IS MAGIC Famous magic tricks exposed in dramatizations of adventure and mystery.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: Juvenile and Masculine
Class: Dramatic Feature; Informational
Sponsorship: Retailers or Wholesalers with Low Per Unit Cost Items

THOSE GOOD OLD DAYS Actual recordings from 1901-15 amplified and modernized, with 3 to 5 selections per program.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Music
Sponsorship: General; Beverages; Men's Wear; Anniversaries

TRUE IN ANY LANGUAGE

Type: E.T.
Episodes: 30
Time Unit: 1 Minute
Sponsorship: Jewelry

VOICES OF YESTERDAY Recordings of voices of famous people, with dramatizations of incidents in their lives. Self-contained.

Type: E.T.
Episodes: 54
Time Unit: 15 Minutes
Appeal: General
Class: Historical
Sponsorship: Banks; Public Utilities; General

GORDONI RADIO PRODUCTIONS

Hotel Crillon
Michigan Blvd. at 13th St.
Chicago, Ill.

BIG CITY PARADE Dramatizations of stories taken from actual case histories in Juvenile Courts.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General

MOTHER CLANCY'S KITCHEN Slanted for morning listening. Show was sponsored on a regional network for five months.

Type: E.T.
Episodes: 104
Time Unit: 15 Minutes
Appeal: Feminine
Sponsorship: Household Products

DAN B. HOSMER
Radio Station KSO
Des Moines, Ia.

BRANDIN TIME Singing cowboy with chatter by the *Old Stage Coach* and gossip from *Rancho*

Rio. Locale: the West. Two characters.

Type: Script

Episodes: 260

Time Unit: 15 Minutes

Appeal: General and Rural

Class: Music; Dramatic Feature

Sponsorship: Farm Supplies and General

PA AND MA SMITHERS True-to-life story of the daily doings of Pa and Ma and their adopted daughter, Bobby. Pa has an unfailing ability to get into complicated situations. Thursday night choir practice adds to the appeal. Average of three characters.

Type: Script

Episodes: 1,000

Time Unit: 15 Minutes

Appeal: General and Rural

Class: Comedy Drama

KASPER GORDON, INC.

142 Boylston St.

Boston, Mass.

ADVENTURES IN CHRISTMAS TREE GROVE Up in Santa's Factory, hundreds of favorite story book characters take part in a series of adventures.

Type: E.T.

Episodes: 15

Time Unit: 15 Minutes

Appeal: Juvenile

Class: Christmas Feature

Sponsorship: Toy Departments of Department Stores

ADVENTURES OF UNCLE JIMMY A family daytime serial starring Wm. Farnum.

Type: E.T.

Episodes: 156

Time Unit: 15 Minutes

Appeal: Feminine

Class: Domestic Serial

BREADTIME STORIES

Type: E.T.

Episodes: 30

Time Unit: 1 Minute

Sponsorship: Bakers

THE CLOTHES HARMONY TWINS Series combines music and comedy.

Type: E.T.

Episodes: 30

Time Unit: 1 Minute

Sponsorship: Men's Wear and Women's Wear

THE ENEMY WITHIN Expose of methods used by Nazi Fifth Column in Australia. Australian cast.

Type: E.T.

Episodes: 117

Time Units: 15 Minutes

Appeal: General

Class: Patriotic; Adventure

ENGLAND EXPECTS Story of Lord Nelson, Lady Hamilton and the exploits of the British Navy. Produced in Australia. Suggested for evening.

Type: E.T.

Episodes: 52

Time Unit: 15 Minutes

Appeal: General

Class: Patriotic; Historical

FUN WITH MUSIC Sigmund Spaeth, *The Tune Detective*, shows how everyone may have fun with music whether or not he has ever taken a lesson.

Type: E.T.

Episodes: 26

Time Unit: 15 Minutes

Appeal: General

Class: Music; Educational

Sponsorship: Music Stores, Furniture, and General.

FUR STORAGE SHORTS A series of dramatized spots for those who feature either cold or gas fur storage.

Type: E.T.

Episodes: 26

Time Unit: 1 Minute

Sponsorship: Furrier

THE HOUSEWIFE'S FRIEND

Type: E.T.

Episodes: 30

Time Unit: 1 Minute

Sponsorship: Laundries, Dry Cleaners, Dairies, and Other Types of Family Service

IMPERIAL LEADER True, accurate life story of Winston Churchill.

Type: E.T.

Episodes: 52

Time Unit: 15 Minutes

Appeal: General

Class: Patriotic; Historical

JEWELRY JINGLES Jingles cover every major item sold by jewelry stores.

Type: E.T.

Episodes: 30

Time Unit: 1 Minute

Sponsorship: Credit Jewelers

KNOW YOUR FURS Analysis of furs and their care, featuring Walter J. Horvath.

Type: E.T.

Episodes: 26

Time Unit: 5 Minutes

Appeal: Feminine

Sponsorship: Furriers

LITTLE BY LITTLE HOUSE

Type: E.T.

Episodes: 39

Time Unit: 15 Minutes

Appeal: Feminine

Class: Dramatic Serial

Sponsorship: Furniture Dealers and Real Estate Operators

ONE I'LL NEVER FORGET A new sports show featuring Jack Stevens.

Type: E.T.

Episodes: 78

Time Unit: 5 Minutes

Appeal: Masculine and General

Class: Sports

SANTA'S MAGIC CHRISTMAS TREE A boy and girl rub a magic lamp, dream of Santa and are transported to Santa's Magic Christmas Tree land.

Type: E.T.

Episodes: 15

Time Unit: 15 Minutes

Appeal: Juvenile

Class: Christmas Feature

SEEING IS BELIEVING

Type: E.T.

Episodes: 30

Time Unit: 1 Minute

Sponsorship: Opticians; Furniture Dealers; Retail Businesses

SONGS OF CHEER AND COMFORT Gospel songs, favorite tunes and a story by Dick Maxwell. Minimum contract: 26.

Type: E.T.

Episodes: 52

Time Unit: 15 Minutes

Appeal: General; Rural

Class: Music

TODAY'S FUR FACT Series features Walter J. Horvath, authority on furs and their care. Program is designed to stimulate business in fur storage, repairing, cleaning, glazing, and re-modeling.

Type: E.T.

Episodes: 26

Time Unit: 1 Minute

Sponsorship: Furriers

TWILIGHT TALES Fairy tales by Jacob Grimm and Hans Christian Anderson, retold by Elinor Gene with a musical background.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Fairy Tales
Sponsorship: Dairies, Bakeries, Etc.

VICTORY NURSERY RHYMES Favorite nursery rhymes modernized to promote conservation, buying of war stamps and bonds, rationing, etc.

Type: E.T.
Episodes: 30
Time Unit: 1 Minute
Class: Patriotic

KERMIT RAYMOND CORPORATION
745 5th Ave.
New York City

FAMOUS FATHERS Interviews with famous personalities. Only qualification: personalities must not only be famous, but must also be fathers. Emcee: Howard Lindsay.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: Masculine and General
Class: Interview
Sponsorship: Beverages and General

JIMMY JOHNSTON, WISE GUY NUMBER 1
A new series of programs, featuring Jimmy Johnston, famous figure of the sports world and Broadway. Programs tell the inside story of many a famous Broadway episode and champion fight bout.

Type: E.T.
Time Unit: 15 or 30 Minutes
Appeal: Masculine and General
Class: Dramatic Feature; Sports

THE MEAL OF YOUR LIFE Interviews with celebrities of stage, screen and radio. Each tells about the most vividly remembered meal of his life. Meal itself is then dramatized.

Type: E.T.
Episodes: 26
Time Unit: 30 Minutes
Appeal: General
Class: Dramatic Feature; Interview
Sponsorship: Foods and Restaurants

RADIO THEATRE OF FAMOUS CLASSICS
Dramatization of famous classics for once-a-week airing. Merchandising tie-in: book giveaway.

Type: E.T.
Time Unit: 30 Minutes
Appeal: General
Class: Fiction Adaptation

THIS DRAMATIC WORLD Important events and facts of the past and present given in dramatic form.

Type: E.T.
Time Unit: 30 Minutes
Appeal: General, with Emphasis on Young People
Class: Dramatic Feature; News

C. P. MACGREGOR
ELECTRICAL TRANSCRIPTIONS
729 So. Western Ave.
Hollywood, Cal.

ACADEMY AWARD A series of plays ranging in type from heavy drama to high comedy.

Type: E.T.
Episodes: 60
Time Unit: 30 Minutes
Appeal: General
Class: Dramatic Feature

BLACK GHOST Gun shooting yarn of the Southwest with a mystery slant and strong love interest.

Type: E.T.
Episodes: 24
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Serial

BLACK MAGIC Supernatural element, with a South Sea Island locale.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Mystery Thriller

CAVALCADE OF DRAMA Twelve dramatized stories of great names in history.

Type: E.T.
Episodes: 156
Time Unit: 15 Minutes
Appeal: General
Class: Historical; Dramatic Serial

CHRISTMAS CAROL Dramatization of Charles Dickens' Christmas Story.

Type: E.T.
Episodes: 1
Time Unit: 30 Minutes
Appeal: General
Class: Christmas Feature

CHRISTMAS ON THE MOON Story dramatizing the exploits on the moon of Jonathan Thomas and his teddy bear. Approach: fantasy and symbolism.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: Juvenile
Sponsor: Toy Department of Department Store

CRIMSON TRAIL Story of the building of the Canadian Pacific railroad.

Type: E.T.
Time Unit: 15 Minutes
Appeal: General
Class: Historical
Sponsorship: Transportation and General

CUB REPORTERS Newspaper adventure story.

Type: E.T.
Episodes: 426
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Feature

DO YOU BELIEVE IN GHOSTS Ghost stories told in narrative form. Self-contained.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Feature

DRAMAS OF LIFE Dramatized short stories. Self-contained.

Type: E.T.
Episodes: 124
Time Unit: 15 Minutes
Class: Dramatic Feature

EB AND ZEB Al Pearce and Bill Wright in an Amos 'n Andy type of humor show.

Type: E.T.
Episodes: 356
Time Unit: 15 Minutes
Appeal: General
Class: Comedy

FAIRY TALES Popular fairy stories and legends from the nations of the world.

Type: E.T.
Episodes: 156
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Fairy Tales

THE HAWK Supernatural mystery thriller.

Type: E.T.
Episodes: 56
Class: Mystery Thriller

HOLLYWOOD 4-BELL RELEASE Comedy strips, with each track a complete comedy sequence. A complete comedy show can be built to fit any time period.

Type: E.T.
Episodes: 408
Time Unit: 5, 15, 30, or 60 Minutes
Appeal: General
Class: Comedy

HOME FOLKS Sentimental memories of the good old days.

Type: E.T.
Episodes: 104
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Feature
Sponsorship: Anniversaries; General

THE HOUSE OF PETER MACGREGOR Story of an average family.

Type: E.T.
Episodes: 454
Time Unit: 15 Minutes
Appeal: Feminine
Class: Domestic Serial

INTERLUDE Organ and vocal, interspersed with poetry.

Type: E.T.
Time Unit: 15 Minutes
Appeal: General
Class: Music and Poetry

IN THE CRIMELIGHT Capt. Don Wilkie, ex-secret agent, relates his experiences in tracking down smugglers, guarding the President of the United States, etc.

Type: E.T.
Episodes: 100
Time Unit: 15 Minutes
Appeal: General
Class: True-to-Life Adventure

LOST EMPIRE Dramatization of book with same title; story of Russia's early attempt to colonize the West Coast of North America.

Type: E.T.
Episodes: 180
Time: 15 Minutes
Appeal: General
Class: Historical; Fiction Adaptation

MUTINY ON THE HIGH SEAS Famous mutinies and pirates of history. Series consists of 12 complete stories, each historically authentic.

Type: E.T.
Episodes: 156
Time Unit: 15 Minutes
Appeal: General
Class: Historical; Dramatic Feature

STAMP MAN Colorful yarns told from the postage stamps of the world.

Type: E.T.
Episodes: 156
Time Unit: 15 Minutes
Appeal: General
Class: Informational

STARS OVER HOLLYWOOD A romantic drama centering around the movie capital.

Type: E.T.
Episodes: 156
Time Unit: 15 Minutes
Appeal: Feminine and General
Class: Dramatic Serial

TALKING DRUMS Intrigue and weird ritual in the Belgian Congo.

Type: E.T.
Episodes: 156
Time Unit: 15 Minutes
Appeal: General and Juvenile
Class: Adventure

THRILL HUNTER Series consists of 13 stories, each complete in two quarter-hour episodes. Story is written by George Mortimer, formerly of the Texas Rangers, the U. S. Secret Service and the French Foreign Legion.

Type: E.T.
Episodes: 26
Time Unit: 15 or 30 Minutes
Appeal: General
Class: Mystery Drama

HARRY MARTIN ENTERPRISES
360 No. Michigan Blvd.
Chicago, Ill.

JIMMY EVANS FOOTBALL SERVICE Football analysis and prediction during the season.

Type: Script
Appeal: General and Masculine
Class: Sports

R. U. McINTOSH & ASSOCIATES, INC.
10558 Camarillo St.
No. Hollywood, Cal.

AIR CASTLE Adventures in the Land-of-Make-Believe.

Type: E.T.
Episodes: 55
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Christmas Feature
Sponsorship: Department Stores

CONTRACT BRIDGE Robert Lee Johnson delivers bridge lessons.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Informational
Sponsorship: Laundries; Department Stores; Beverages and General

LUCKY BREAKS Self-contained collection of lucky breaks in the lives of famous people.

Type: E.T.
Episodes: 100
Time Unit: 5 Minutes
Appeal: General
Class: Dramatic Feature

LUCKY VICTIMS OF MISFORTUNE Strange luck in the lives of famous people.

Type: E.T.
Time Unit: 5 Minutes
Appeal: General
Class: Dramatic Feature

MUSICAL GEMS Two vocal and two instrumental numbers featuring special arrangements of classical and semi-classical selections.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Musical

THE NEWS MARCHES ON Great events of the past, narrated and dramatized in the manner of *The March of Time*.

Type: E.T.
Episodes: 39
Time Unit: 5 Minutes
Appeal: General
Class: News; Historical; Dramatic Feature

THE PLAINSMEN Western story based on the adventures of Buffalo Bill and his son, Little Wolf.

Type: E.T.
Episodes: 65
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Historical; Adventure
Sponsorship: Bakeries, Dairies, and General

REPORTER OF ODD FACTS Series of odd facts taken from newspapers, police records, etc., dramatized.

Type: E.T.
Episodes: 205
Time Unit: 5 Minutes
Appeal: General
Class: Dramatic Feature

TO HAVE AND TO HOLD Dramatization of the lives of a small town man, his Broadway actress-wife, and his spinster sister.

Type: E.T.
Episodes: 65
Time Unit: 15 Minutes
Appeal: Feminine
Class: Domestic Serial
Sponsorship: Household Products

MERRILL FEATURES

140 West 69th St.
New York City

KEEP 'EM LAUGHING

Type: Script
Episodes: 65
Time Unit: 5 Minutes
Appeal: General
Class: Gag Show; Comedy

THIS MINUTE

Type: Script
Time Unit: 1 Minute
Appeal: General

FRED C. MERTENS & ASSOCIATES

3923 West 6th St.
Hollywood, Cal.

MIRACLES OF FAITH True stories of miraculous events due to faith and prayer.

Type: E.T.
Episodes: 156
Time Unit: 5 Minutes
Appeal: General
Class: Religious
Sponsorship: Mortuaries and General

CHARLES MICHELSON

RADIO TRANSCRIPTIONS
67 West 44th St.
New York City

ADVENTURES OF ACE WILLIAMS A spy series.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventure Series

THE BLUE BEETLE A rookie policeman in the role of a one-man gang buster. "Crime does not pay" angle.

Type: E.T.
Time Unit: 15 Minutes
Appeal: General
Class: Detective Series

CHANDU THE MAGICIAN

Type: E.T.
Episodes: 324
Time Unit: 15 Minutes
Appeal: General and Juvenile
Class: Dramatic Feature; Mystery Drama

THE COUNT OF MONTE CRISTO Dramatization of the classic story.

Type: E.T.
Episodes: 130
Time Unit: 15 Minutes
Appeal: Juvenile and Feminine
Class: Dramatic Serial; Fiction Adaptation

CRAZY QUILT Musical variety show scheduled for once or twice a week.

Type: E.T.
Episodes: 13
Time Unit: 15 Minutes
Appeal: General
Class: Musical Variety Show

DETECTIVES BLACK AND BLUE Suggested for a three to five times a week schedule.

Type: E.T.
Episodes: 223
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Comedy Drama

HEROES OF CIVILIZATION Lives of famous doctors and scientists are dramatized. Transcribed series produced in Australia. Available in the United States in script form.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: Historical; Dramatic Feature

THE JASMINE TOWER A Hindu mystery series.

Type: E.T.
Episodes: 13
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Mystery Drama

JUNIOR G-MEN Dramatization of police stories.

Type: E.T.
Episodes: 79
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Detective Mystery

MY PRAYER WAS ANSWERED A non-sectarian dramatic feature.

Type: E.T.
Episodes: 13
Time Unit: 30 Minutes
Appeal: General
Class: Dramatic Feature; Religious

PAINTED DREAMS First Proctor & Gamble program permitted to be used for other sponsorship, in non-competing territory. A dramatic series written by Irma Phillips.

Type: E.T.
Time: 15 Minutes
Appeal: Feminine
Class: Dramatic Series

RADIO SHORT STORIES

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Feature

THE ROMANCE OF DAN AND SYLVIA Romantic serial of the "boy meets girl" type.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: Feminine and General
Class: Dramatic Serial
Sponsorship: Household Products

THE SHADOW A transcribed series based on the live talent show and using the same cast. Self-contained. Available only in areas not conflicting with the present regional sponsor.

Type: E.T.
Episodes: 104
Time Unit: 30 Minutes
Appeal: General
Class: Mystery Thriller

SONNY TABOR, THE ARIZONA RANGER Adventures of a Wild West hero. Two may be put together for a ten-minute show; three for a quarter-hour program.

Type: E.T.
Episodes: 260
Time Unit: 5, 10 or 15 Minutes
Appeal: Juvenile
Class: Western Serial

THE SUNDAY HOUR Hymns and poetry, for scheduling once a week.

Type: E.T.
Episodes: 30
Time Unit: 30 Minutes
Appeal: General
Class: Music; Religious

A TOAST TO AMERICA'S ALLIES A toast to a different ally is sung in the native language of that particular country by Victory Girl Irene Marlo.

Type: E.T.
Episodes: 39
Time Unit: 5 Minutes
Appeal: General
Class: Patriotic and Music
Sponsorship: Beverages and General

MUSIC MAKERS PRODUCTIONS

154 E. Erie St.
Chicago, Ill.

ADSONGS Musical spot announcements.

Type: E.T.
Time Unit: 1 Minute

MUTUAL BROADCASTING SYSTEM

1440 Broadway
New York City

ADVENTURES OF BULLDOG DRUMMOND Self-contained mystery stories.

Type: Live Network
Time Unit: 30 Minutes
Appeal: General
Class: Mystery Thriller
Schedule: Weekly, Monday, 8:30-9:00 P.M. (EWT)

B. S. BERCOVICI

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 6:01-6:15 P.M. (EWT)
Appeal: General
Class: News Commentary

BOAKE CARTER Available in markets outside the Land O' Lakes territory.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 12:00-12:15 P.M. (EWT)
Appeal: General
Class: News Commentary

THE CHEER UP GANG A morning variety show.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 10:45-11:00 A.M. (EWT)
Class: Musical and Comedy
Appeal: Feminine and General

CONFIDENTIALLY YOURS Arthur Hale presents the drama and facts behind the news headlines.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Tuesday, Thursday, Saturday, 7:30-7:45 P.M. (EWT)
Appeal: General
Class: News

ELEANOR EARLY News commentary of interest to women.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Thursday, 12:15-12:30 P.M. (EWT)
Appeal: Feminine
Class: News Commentary

CEDRIC FOSTER

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 2:00-2:15 P.M. (EWT)
Appeal: General
Class: News Commentary

F.Y.I. . . . FOR YOUR INFORMATION Frank Blair tells the inside story of espionage and sabotage in the United States.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday, 8:15-8:30 P.M. (EWT)
Appeal: General
Class: News

I'LL FIND MY WAY A young girl whose ambition to become an actress is thwarted by obligations to her father.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 1:15-1:30 P.M. (EWT)
Appeal: Feminine
Class: Dramatic Serial

THE JOHNSON FAMILY Jimmy Scribner's one-man show brings to life the Southern Darks through the humorous members of *The Johnson Family*, all 22 of them.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 7:15-7:30 P.M. (EWT)
Appeal: General
Class: Dramatic Feature

LETTERS TO MY SON News analysis in which big events of the week are weighed in the terms of cause and effect. Edward Schweikardt broadcasts the news in the form of a letter to his own small son.

Type: Live Network
Time: 15 Minutes
Schedule: Sunday, 12:15-12:30 P.M. (EWT)
Appeal: General
Class: News Analysis

FULTON LEWIS, JR.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 7:00-7:15 P.M. (EWT)
Appeal: General
Class: News Analysis

NOBODY'S CHILDREN Children eligible for adoption tell about themselves. Children are interviewed by Walter White and Jane Brenton. Case histories are given after interviews. Motion picture celebrities appear as guest stars.

Type: Live Network
Time Unit: 30 Minutes
Schedule: Sunday, 6:30-7:00 P.M. (EWT)
Appeal: General Adult
Class: Interviews; Dramatic Feature

MERRITT RUDDOCK

Type: Live Network
Time: 15 Minutes
Schedule: Monday Through Saturday, 11:00-11:15 A.M. (EWT)
Appeal: General
Class: News Commentary

SUPERMAN Adventures of the hero of the comic strip in a series patterned after the newspaper thriller. Available on a national or local basis as live talent after August 31.

Type: E.T.
Episodes: 325
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventure Serial

SIEGFRIED WAGENER Analysis of propaganda and evaluations of facts as they emerge from propaganda heard at the one-man listening post.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday and Friday, 9:15-9:30 P.M. (EWT)
Appeal: General
Class: News

THE WHITE HOUSE PRESS CONFERENCE What was said, who said it and how, and what was left unsaid at the White House Conference.

Type: Live Network
Time Unit: 5 Minutes
Schedule: Tuesday, 5:00-5:05 P.M.; Friday, 11:30-11:35 A.M. (EWT)
Appeal: General
Class: News Commentary

WYTHE WILLIAMS

Type: Live Network
Time Unit: 15 Minutes
Schedule: Sunday, 6:00-6:15 P.M. (EWT)
Appeal: General
Class: News Commentary

YOUR DATE WITH DON NORMAN Informal interview program of general interest.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday, Wednesday, Friday, 1:45-2:00 P.M. (EWT)
Appeal: General
Class: Interview

NBC RADIO-RECORDING DIVISION

RCA Building

Radio City

New York City

BETTY AND BOB The experiences of a young married couple and their newspaper crusade against corruption in a small city.

Type: E.T.
Episodes: 390
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Serial
Sponsorship: Household Products

CARSON ROBISON AND HIS BUCKAROOS Carson Robison and His Buckaroos do Western songs and ballads together with popular numbers in a typical Western style.

Type: E.T.
Episodes: 117
Time Unit: 15 Minutes
Appeal: General
Class: Music

CHRISTMAS CALENDAR This NBC Thesaurus offering features Christmas music, stories, recipes, decorations, party tips, etc.

Type: Script
Episodes: 13
Time Unit: 15 Minutes
Class: Christmas Feature

CHRISTMAS CAROL An NBC Thesaurus program featuring an all-star production of Dickens' story.

Type: E.T.
Episodes: 1
Time Unit: 60 Minutes
Appeal: General
Class: Christmas Feature

FIVE-MINUTE MYSTERIES These self-contained "Who Dun It" mysteries give clues and solution plus time for commercials in five minutes.

Type: E.T.
Episodes: 63
Time Unit: 5 Minutes
Appeal: General
Class: Mystery Thriller

FLYING FOR FREEDOM This one-per-week feature dramatizes the experiences of Royal Canadian Air Force flyers from training to combat operations. Based on authentic RCAF case histories.

Type: E.T.
Episodes: 26
Time Unit: 30 Minutes
Appeal: General and Juvenile
Class: Patriotic

GETTING THE MOST OUT OF LIFE TODAY Brief, inspirational talks by Dr. Wm. L. Stidger. When combined with hymns by John Seagle, baritone of the *Church of the Wildwood*, show may be used as a 15-minute program. Merchandising tie-in: *How to Read the Bible*.

Type: E.T.
Episodes: 117
Time Unit: 5 Minutes
Appeal: General
Class: Talks and Religious
Sponsorship: Mortuaries, Insurance, Banks, Dairies, Monument Dealers and General

HEART THROBS OF THE HILLS Music and folklore of Southern mountain folk. Self-contained. Each program dramatizes a famous ballad. Mountain singers.

Type: E.T.
Episodes: 50
Time Unit: 15 Minutes
Appeal: General
Class: Music; Dramatic Feature

HOLLYWOOD HEADLINERS Stella Unger gives inside stories of Hollywood personalities based on first hand interviews with filmdom's stars.

Type: E.T.
Episodes: 156
Time Unit: 5 Minutes
Appeal: Feminine
Class: News Feature
Sponsorship: Household and Women's Products

LET'S TAKE A LOOK IN YOUR MIRROR Personality and beauty problems solved by Stella Unger.

Type: E.T.
Episodes: 156
Time Unit: 5 Minutes
Appeal: Feminine
Class: Informational

THE NAME YOU WILL REMEMBER Brief, punchy, time-styled character portraits of newsworthy personalities. Title creates immediate commercial tie-in.

Type: E.T.
Episodes: 39
Time Unit: 5 Minutes
Appeal: General
Class: News Feature

SANTA CLAUS RIDES AGAIN Musical, with Allen Roth's orchestra in Christmas music, and dramatizations of *The Night Before Christmas*, and *Dear Virginia*, famous N. Y. Sun editorial. NBC Thesaurus feature.

Type: E.T.
Episodes: 1
Time Unit: 30 Minutes
Appeal: General
Class: Christmas Feature

TIME OUT WITH ALLEN PRESCOTT Humor and sparkling music by Ted Steele's novatones and Felix Knight, baritone. Emceed by Allen Prescott, famous as *The Wife Saver*. Series cannot be used for advertising any ice company or any competitive type of refrigeration.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Musical Variety
Sponsorship: Household Products

TIME OUT WITH TED STEELE AND GRACE ALBERT Song and banter, with Ted Steele, Grace Albert and *Nellie the Novachord*. Musical portion includes popular tunes, ballads, semi-classics and instrumental selections.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Musical Variety

TOUCHDOWN TIPS Analysis of the college football schedule during the football season. Sports commentator Sam Hayes forecasts winners and scores of some 30-odd games from coast-to-coast.

Type: E.T.
Episodes: 13
Time Unit: 15 Minutes
Appeal: Masculine and General
Class: Sports

WHO'S NEWS Casual 5-minute visits with world renowned personalities in all fields; business, sports, literature, fashions, publicity, science, art, etc.

Type: E.T.
Episodes: 39
Time Unit: 5 Minutes
Appeal: General
Class: Interviews

NATIONAL CONCERT AND ARTISTS CORPORATION
711 5th Ave.
New York City

FAITH OF OUR FATHERS This Paul Wing program highlights the simple, fundamentals of the American way of living. Small town setting, with a minister and his wife as the main characters. Mixed quartette for musical background.

Type: E.T.
Time Unit: 5, 15, 30 or 60 Minutes
Schedule: Once Weekly
Appeal: General
Class: Dramatic Feature; Religious

REMEMBER THE THATCHERS Story of a family under the pressure of dictatorship a few years hence. In each play is a series of flash-backs to the time when there was freedom for everyone. Series stresses the need of all-out for victory effort.

Type: E.T.
Time Unit: 30 Minutes
Schedule: Once Weekly
Appeal: General
Class: Dramatic Feature; Patriotic

THIS IS MY LIFE Written by Hi Brown, series consists of highly dramatic events in the lives of imaginary individuals who are a part of the pattern of these extraordinary times.

Type: E.T.
Time Unit: 30 Minutes
Schedule: Once Weekly
Class: Dramatic Feature
Appeal: General

NATIONAL RADIO ADVERTISING AGENCY
4005 Mary Ellen Ave.
North Hollywood, Cal.

ARMCHAIR RADIO ROMANCES Each unit concerns the influence of furniture on people's lives. True-to-life, romantic and historical.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic
Sponsorship: Home Furnishings

PLAYWRIGHT PRODUCERS
57 W. 12th St.
New York City

FOR US THE LIVING Original half-hour plays.
Narrator: Carl Sandburg.
Type: E.T.
Time: 30 Minutes
Schedule: Once Weekly
Appeal: General
Class: Dramatic Feature

PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York City

BEHIND THE WAR NEWS A look into the background of the war, analysis of its grand strategy, and the whys and wherefores of military and naval news.

Type: Script
Time Unit: 5 Minutes
Schedule: A daily feature, six times a week
Appeal: General
Class: War News

BETWEEN THE LINES Meaning behind the news of the world.

Type: Script
Time Unit: 15 Minutes
Schedule: Daily, 6 Times a Week
Appeal: General
Class: News

FARM FAIR Farm specialty for general sponsorship directed at the man with a garden or a thousand acres.

Type: Script
Time Unit: 15 Minutes
Schedule: Daily, 6 Times a Week
Appeal: Rural

FLASHES OF LIFE: Wacky, hilarious laugh round-up.

Type: Script
Time Unit: 5 Minutes
Schedule: Daily, 6 Times a Week
Appeal: General
Class: Humor

IT HAPPENED THIS WEEK Summary of the highspots of the week's news.

Type: Script
Time Unit: 15 Minutes
Schedule: Once a Week
Appeal: General
Class: News Summary

LISTEN LADIES Gossip about all that's feminine, from diet to hair-do's.

Type: Script
Time Unit: 5 Minutes
Schedule: Daily, 6 Times a Week
Appeal: Feminine
Class: Household Forum.

NEW AMERICAN HEROES A dramatic presentation of daring feats of fighting men in the armed forces.

Type: Script
Time Unit: 5 Minutes
Schedule: Once Weekly
Appeal: General
Class: War News; Patriotic

SIDESHOW Lighter side of the day's news.

Type: Script
Time Unit: 5 Minutes
Schedule: Daily, 6 Times a Week
Appeal: General
Class: News

THE SPORTSMAN Daily color and action of the sports world.

Type: Script
Time Unit: 15 Minutes
Schedule: Daily, 6 Times a Week
Appeal: Masculine
Class: Sports

SPORTS SPECIAL Breakfast show that mirrors the sports world of the previous night.

Type: Script
Time Unit: 5 Minutes
Schedule: Daily, 6 Times a Week
Appeal: Masculine and General
Class: Sports

STARS ON THE HORIZON A panorama of the doings of stars of the screen and stage.

Type: Script
Time Unit: 5 Minutes
Schedule: 6 Times a Week
Appeal: Feminine and General
Class: Broadway and Hollywood News

SUNDAY NEWS THEATRE Theatrical presentation of the week's news with dialogue to humanize the narrated background of events.

Type: Script
Time Unit: 15 Minutes
Schedule: Once Weekly
Appeal: General
Class: News Dramatization

TELEQUIZ Clues and views on the week's news.

Type: Script
Time Unit: 15 Minutes
Schedule: Once Weekly
Appeal: General
Class: News Quiz

WOMEN TODAY A story of American women from cake baking to cartridge making.

Type: Script
Time Unit: 5 Minutes
Schedule: Daily, Six Times a Week
Appeal: Feminine
Class: News

YOUR MONEY An explanation of financial news and developments in a language all can understand.

Type: Script
Time Unit: 5 Minutes
Schedule: Once a Week
Appeal: Masculine and General
Class: Financial News

GEORGE LOGAN PRICE

3902 W. 6th St.
Los Angeles, Cal.

CITY GIRL Short-short story idea applied to radio. Story of a modern metropolitan miss who marries a country boy.

Type: Script
Time Unit: 5 Minutes
Appeal: Feminine and Rural
Class: Dramatic Serial
Sponsorship: Electric Appliances and General

FOLKS NEXT DOOR Domestic drama, all-American, all-age, all-class.

Type: Script
Episodes: 26 Minimum; 260 to 520 Maximum
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Serial
Sponsorship: Household Products or Services

LEISURE HOUSE Domestic drama of the *One Man's Family* type.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: Feminine
Class: Dramatic Serial
Sponsorship: Electrical Appliances and General

THE SUNDAY PLAYERS Bible dramas. Thirteen may be used through the Christmas season as a holiday series.

Type: E.T.
Episodes: 52
Time Unit: 30 Minutes
Appeal: General
Class: Religious; Christmas Feature; Dramatic Feature

WADE LANE'S HOME FOLKS Hit songs, old and new; friendly dialogue, and organ background.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General and Rural
Class: Music and Dialogue

RADIO EVENTS, INC.

535 5th Ave.
New York City

DICK DUNKEL FOOTBALL FORECAST Forecasts are available during the football season. Service consists of three scripts each week and forecast sheets imprinted with sponsor's own advertising.

Type: Script
Time Unit: 15 Minutes
Schedule: Three quarter-hours weekly.
Appeal: Masculine and General
Class: Sports

RADIO PRODUCERS OF HOLLYWOOD

930 No. Western Ave.
Hollywood, Cal.

ALBUM OF LIFE The wanderer who introduces each of these self-contained stories has the whole world to choose from in these stories of life.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General Adult
Class: Dramatic Feature

BITS OF LIFE Colorful human-interest stories taken from life everywhere.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General Adult
Class: Dramatic Feature

CAPTAINS OF INDUSTRY Biographical success stories.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: Biography; Historical
Sponsorship: Morticians; Savings & Loan; Finance and General

FAMOUS ROMANCES Wm. Farnum stars in these dramatizations of famous romances in history.

Type: E.T.
Episodes: 13
Time Unit: 30 Minutes
Appeal: Feminine
Class: Historical; Dramatic Feature

THE GENERAL STORE Scene: *The General Store*. Humor on the type of *Lum and Abner*.

Type: E.T.
Episodes: 65
Time Unit: 5 Minutes
Appeal: General; Rural
Class: Comedy Short

THE GHOST CORPS Foreign Legion mystery adventure.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General Adult
Class: Mystery Drama

THE GREEN JOKER Mystery stories based on fact. On the order of *Gangbusters*.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Mystery Drama

HEART SONGS Classical and semi-classical music presented by quartette and soloist.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Music
Sponsorship: Morticians and General

JOE & CYNTHIA Comedy shorts. Interpretations of everyday adventures that can happen to anyone.

Type: E.T.
Episodes: 100
Time Unit: 5 Minutes
Appeal: General
Class: Comedy

MAGIC ISLAND Adventures of Jerry and Joan on a magic island that appears and disappears at a scientist's command.

Type: E.T.
Episodes: 130
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventure Series

METROPOLIS Complete, self-contained stories of big city life.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Feature

MOON OVER AFRICA African mystery jungle story. Authentic stories of mysterious rites, devil-dances and witchcraft.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Feature

NEMESIS INC. Adventures of a female detective. Each detective case takes up 13 episodes.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Mystery Drama

PORTS OF CALL Dramatizations of historical highlights of many countries.

Type: E.T.
Episodes: 52
Time Unit: 30 Minutes
Appeal: General
Class: Historical; Travel

SONGS OF THE WEST Cowboy music.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Music

RHUMBA RHYTHMS Tunes from the Pampas of Argentine in this series which features South American music.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Music

THE VAN TEETERS A humorous satire on present-day life.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General Adult
Class: Dramatic Feature

YOUR HYMNS AND MINE Famous hymns sung by groups and soloists.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Music; Religious
Sponsorship: Morticians and General

RADIO TRANSCRIPTION CO. OF AMERICA
Hollywood Blvd. at Cosmo
Hollywood, Cal.

CAN YOU IMAGINE THAT Dramatizations concerning odd facts about people, places and happenings.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Dramatized News

THE CINNAMON BEAR A complete Christmas campaign designed for presentation between Thanksgiving and Christmas Day.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Christmas Feature

THE COUNTRY CHURCH OF HOLLYWOOD Favorite hymns and philosophy are presented in this dramatization of a typical Sunday morning visit to a church in the movie colony. Non-sectarian, the story revolves around a parson and his wife, assisted by a quartette.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Music; Religious

THE FAMILY DOCTOR Drama of the human-interest variety.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Class: Dramatic Feature

FRANKENSTEIN A radio dramatization of Mary Shelley's story.

Type: E.T.
Episodes: 13
Time Unit: 15 Minutes
Appeal: General
Class: Fiction Adaptation; Mystery Thriller

FRONTIER FIGHTERS Series of dramatized stories concerning the makers of history in the pioneering days west of the Mississippi River.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Historical
Sponsorship: Public Utilities, Finance, Insurance, and General

GARDEN THE LUTHER BURBANK WAY

Type: E.T.
Episodes: 14
Time Unit: 15 Minutes
Appeal: General Adult
Class: Informational

GUESS WHAT Audience participation is a feature of this quiz series.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Quiz Show

GUILTY OR NOT GUILTY Dramatizations of famous trials.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Detective Drama

HAPPY VALLEY FOLKS Hillbilly music is presented.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Music

HARD CASH An adaptation of the Charles Reade story of romance, adventure and intrigue.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: Fiction Adaptation

HAWAIIAN FANTASIES Hawaiian music and legends.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Music

HOLLYWOOD CASTING OFFICE Comedy and music are combined in this feature.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Variety Music

HOLLYWOOD SPOTLIGHT Variety show with strong comedy element.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Variety Music

HOME SWEET HOME Humorous family appeal.

Type: E.T.
Episodes: 117
Time Unit: 5 Minutes
Appeal: General
Class: Comedy

THE HOUSE OF DREAMS Poetry, tenor and instrumental ensemble.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Music

THE HUNCHBACK OF NOTRE DAME Adaptation of the Victor Hugo story.

Type: E.T.
Episodes: 35
Time Unit: 15 Minutes
Appeal: General
Class: Fiction Adaptation; Dramatic Feature

JERRY AT FAIROAKS Adventure in a military academy. Series is a sequel to *Jerry of the Circus*.

Type: E.T.
Episodes: 65
Time: 15 Minutes
Appeal: Juvenile
Class: Dramatic Serial

JERRY OF THE CIRCUS Serial story dealing with circus adventures. Approved by PTA groups and civic groups.

Type: E.T.
Episodes: 130
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Dramatic Serial

KOMEDY KINGDOM Comedy and music fill in the quarter-hours.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Variety Music

THE LAFF PARADE Music and comedy.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Music Variety

LEATHERSTOCKING TALES James Fenimore Cooper stories dramatized.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: Juvenile and General
Class: Fiction Adaptation

CHARLES FREDERICK LINDSLEY READINGS Readings. Philosophy with organ background.

Type: E.T.
Episodes: 115
Time Unit: 15 Minutes
Appeal: General Adult
Class: Music and Dialogue

LOVE TALES

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: Feminine
Class: Dramatic Feature

MAMMA BLOOM'S BROOD A family drama with a strong humorous slant.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Domestic Drama

THE MASTER'S MUSIC ROOM Semi-classical music.

Type: E.T.
Episodes: 114
Time Unit: 15 Minutes
Appeal: General
Class: Music

MELODY LANE Tenor with orchestra.

Type: E.T.
Episodes: 117
Time Unit: 5 Minutes
Appeal: General
Class: Music

MEMORIES Stories of travel.

Type: E.T.
Episodes: 45
Time Unit: 15 Minutes
Appeal: General
Class: Travel; Informational

MURDER MYSTERIES

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Detective Drama

DONALD NOVIS Donald Novis is featured as narrator.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Music and Dialogue

PINTO PETE AND HIS RANCH BOYS Songs of the Western range.

Type: E.T.
Episodes: 104
Time Unit: 15 Minutes
Appeal: General
Class: Music

PINTO PETE IN ARIZONA Western music.

Type: E.T.
Time: 15 Minutes
Episodes: 78
Appeal: General
Class: Music

POLICE HEADQUARTERS Police stories.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General and Masculine
Class: Detective Drama

RHAPSODY IN RHYTHM Swing sextette with personality emcee.

Type: E.T.
Episodes: 78
Time Unit: 15 Minutes
Appeal: General
Class: Music

SHORT SHORT STORIES Origin of superstitions are dramatized.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Dramatic Feature

SONGS OF YESTERYEAR Male quartette.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Music

THE STORY BEHIND THE SONG Music and background information on the origin of famous music.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Music and Voice

STRANGE ADVENTURES

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Adventure Drama

THAT WAS THE YEAR Highlights in the lives of notable people, important news events and happenings are dramatized and recreated.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Dramatized News

THRILLS FROM GREAT OPERAS Dramatization of a favorite aria from great operas on each broadcast.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: General
Class: Music

VANITY FAIR Dramatization of the Wm. Makepeace Thackeray story.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: Fiction Adaptation

ROCKHILL RADIO, INC.

18 East 50th St.
New York City

MOVIE MIXUPS Comedy sketches of impersonations in which all characters are portrayed by "Three Guesses."

Type: E.T.
Time Unit: 5 Minutes
Schedule: 3 Times Weekly
Appeal: General
Class: Variety; Comedy

SALLY OF THE STAR Adventures of a girl newspaper reporter on a small town newspaper.

Type: E.T.
Episodes: 120
Time Unit: 15 Minutes
Appeal: General
Class: Adventure

SONS OF FREEDOM A dramatic salute to 65 famous sons of freedom from 1636 to World War II. Musical background. Merchandising tie-in.

Type: E.T.
Episodes: 65
Time Unit: 5 Minutes
Appeal: General
Class: Patriotic; Historical; Dramatic

TOM TERRISS THRILLERS Dramatized narration of the experiences of The Vagabond Adventurer, narrated by Tom Terriss himself. Merchandising tie-in.

Type: E.T.
Time Unit: 5 Minutes
Schedule: 5 Times Weekly
Appeal: General
Class: Adventure; Dramatic Feature

THE TUNE DETECTIVE Dr. Sigmund Spaeth, *The Tune Detective*, traces the musical history of a different tune on each program. Clues begin with its classical or folk-song origin and follow through to its current popularity. Dr. Spaeth personally plays and sings at the piano.

Type: E.T.
Time: 5 Minutes
Schedule: 3 Times Weekly
Appeal: General
Class: Music
Sponsorship: Music Stores and General

GREG ROULEAU

Box 693

Wausau, Wis.

RADIO AUCTION-QUIZ Audience participation show which from one to 10 merchants may sponsor. Cash give-aways for correct answers. Copyright holder himself presents the show, or supplies tested material for syndication.

Type: Live
Time Unit: 30 Minutes
Schedule: Once a Week
Appeal: General
Class: Quiz

RWL SCRIPTS

53 N. Duke St.

Lancaster, Pa.

TALES OF NAVAL HEROES Narration of dramatic moments in the lives of the world's greatest sea fighters. A one-man production.

Type: Script
Episodes: 13
Time Unit: 15 Minutes
Appeal: General and Juvenile
Class: Patriotic and Historical

SCRIPT AND TALENT

360 No. Michigan
Chicago, Ill.

ANYTHING GOES A sponsor participation show of musical recordings with gags, stunts and other entertainment devices.

Type: Script
Appeal: General
Class: Comedy

BLACKOUT

Type: Script
Appeal: General
Class: Mystery Drama

DOROTHY DEAN, DETECTIVE A one-actor adventure serial featuring the exploits of a woman detective.

Type: Script
Appeal: General
Class: Mystery Drama

INTIMATE STRANGERS A two-actor strip serial.

Type: Script
Appeal: Feminine
Class: Dramatic Serial

NEWS TODAY AND TOMORROW Series features news forecasts.

Type: Script
Appeal: General
Class: News

RAMA EFFENDI A one-man radio show featuring the exploits of an Egyptian detective.

Type: Script
Appeal: General
Class: Mystery Drama

THE SCRIPT LIBRARY
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Ave.
New York City

THE ANSWER MAN A daily collection of odd facts. Humorous, but does not deviate from fact. Show is nine years old.

Type: Script
Time Unit: 5 Minutes
Appeal: General
Class: Informationally Humorous

ARE YOU A TAILOR'S DUMMY

Type: Script
Time Unit: 1 Minute
Sponsorship: Men's Wear

CHRISTMAS INCIDENT

Type: Script
Time: 30 Minutes
Class: Christmas Feature

CHRISTMAS WINDOW SHOPPER A participation program.

Type: Script
Episodes: 26
Time: 30 Minutes
Class: Christmas Participating

CRIME QUIZ Entertainment spot presenting a whodunit in one-half minute and its solution in another half minute.

Type: Script
Time Unit: 1 Minute
Class: Quiz; Dramatic Feature; Mystery Spot

DICKENS' CHRISTMAS CAROL Dramatization of the famous story.

Type: Script
Time: 60 Minutes
Schedule: One-time
Class: Christmas Feature

THE CASES OF DUKE FAGAN A new mystery is solved each week. Duke is radio's *Thin Man*, an original creation of John Fleming.

Type: Script
Time: 30 Minutes
Appeal: General
Class: Detective Series

EVEN IN SIBERIA

Type: Script
Time: 30 Minutes
Appeal: General
Class: Christmas Feature

FIRST PERSON PLURAL In each broadcast, the audience meets face to face the people of whom the play is made up, and then later sees what happens to them because they are who they are.

Type: Script
Time: 30 Minutes
Appeal: General
Class: Dramatic Feature

FRANKINCENSE AND MYRRH

Type: Script
Time: 15 Minutes
Class: Christmas Feature

LET'S TELL STORIES Human interest stories. A first-person narration with an audience participation tie-in.

Type: Script
Time: 15 Minutes
Appeal: General
Class: Dramatic Feature

LOVE IS A WORD

Type: Script
Time Unit: 15 Minutes
Appeal: Feminine
Class: Dramatic Feature

MEN AND MUSIC Recorded music and a small cast in this series of half-hour plays revolving around the little known sides of great composers.

Type: Script
Time: 30 Minutes
Appeal: General
Class: Music; Dramatization
Sponsorship: Finance and General

MURDER IN THE 400 For the client who desires a mystery series but who doesn't want to commit himself to a long run. Cast of two. Each mystery complete in 13 episodes.

Type: Script
Time: 15 Minutes
Appeal: General
Class: Detective Story

THE OLD FAMILY ALMANAC Now over 10 years old, show is currently in its war edition. Series is a one-man early A.M. presentation. Almanac pages run from its *Hypothetical Horoscopes* through *A Thought for the Day*, *A Household Hint*, *War Fact*, etc.

Type: Script
Appeal: General

OLD MAN OF THE MOUNTAIN An old man who loves children is the main character. An outdoor show for kids.

Type: Script
Time Unit: 5 Minutes
Appeal: Juvenile
Class: Adventure

SHERIFF BRANDON An audience participation mystery drama.

Type: Script
Time: 30 Minutes
Appeal: General
Class: Mystery Drama

THE SPIRIT OF LOVE

Type: Script
Time: 30 Minutes
Appeal: General
Class: Christmas Feature

THE SPIRIT OF ST. NICHOLAS

Type: Script
Time: 60 Minutes
Appeal: General
Class: Christmas Feature

SO YOU THINK YOU KNOW FASHION Entertainment spot available in series of 13 questions and answers.

Type: Script
Time Unit: 1 Minute
Appeal: Feminine
Sponsorship: Women's Wear

SO YOU THINK YOU KNOW FOOD Entertainment spot available in series of 13 questions and answers.

Type: Script
Time Unit: 1 Minute
Appeal: Feminine
Sponsorship: Groceries

WHO IS IT? Brain Teasers, Minute I.Q. Tests, and Spytest. Entertainment spot available in series of 13 questions and answers.

Type: Script
Time Unit: 1 Minute
Appeal: General

WILL WARREN In these dramas authored by Margery Williams, Will Warren solves a mystery in each half-hour broadcast.

Type: Script
Time Unit: 30 Minutes
Appeal: General
Class: Mystery Drama

EDWARD SLOMAN PRODUCTIONS

8782 Sunset Blvd.
Hollywood, Cal.

ADVENTURES OF PINOCCHIO Based on the famous Carlo Collodi story with original music.

Type: E.T.
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Fairy Tale; Fiction Adaptation

IN HIS STEPS Dramatization of the book of the same title. The story is of a crusading minister in the South.

Type: E.T.
Episodes: 26
Time Unit: 30 Minutes
Appeal: General
Class: Dramatic Feature; Religious; Fiction Adaptation.

THIS THING CALLED LOVE Dramatization of great love scenes in history and literature with a musical background. Self-contained.

Type: E.T.
Episodes: 65
Time Unit: 5 Minutes
Appeal: Feminine
Class: Dramatic Feature; Historical

SOUND CONTROL ASSOCIATES

412 9th St.
Des Moines, Ia.

KEN HOCHINS, THE YODELIN' DRIFTER Cowboy music with guitar accompaniment. Dan Hosmer is Stagecoach in the series.

Type: E.T.
Episodes: 156
Time Unit: 15 Minutes
Appeal: General and Rural
Class: Music
Sponsorship: Farm Supplies and General

HENRY SOUVAIN, INC.

30 Rockefeller Plaza
New York City

MANDRAKE THE MAGICIAN Action story based on the hero of the newspaper comic strip. Series deals with the adventures of Mandrake, his giant servant Lothar, and the Princess Narda. Merchandising tie-ins.

Type: E.T.
Time Unit: 15 Minutes
Schedule: Three a Week
Appeal: Juvenile
Class: Mystery Thriller

SPECIAL FEATURES SYNDICATE

563 Northwestern National Bank Bldg.
Minneapolis, Minn.

LET'S CELEBRATE Anniversaries and historical events which fall on each day of the year.

Type: Script
Episodes: 365
Time Unit: 5 Minutes
Appeal: General
Class: Historical; Informational

SOMETHING TO THINK ABOUT One man and announcer handle the program. Copy tie-up with the title enables sponsors to give listeners *Something to Think About*.

Type: Script
Time: 5 Minutes
Episodes: 520
Appeal: General

THIS IS MY OWN, MY NATIVE LAND Interesting information about each of the United States and our possessions.

Type: Script
Episodes: 260
Time Unit: 5 Minutes
Appeal: General
Class: Narrative; Informational

STANDARD RADIO

ELECTRICAL TRANSCRIPTIONS

360 No. Michigan Ave.
Chicago, Ill.

SPOT-ADS For the exclusive use of radio stations subscribing to STANDARD PROGRAM LIBRARY SERVICE (musical transcriptions).

Type: E.T.
Episodes: 48
Time Unit: 1 Minute
Sponsorship: Used Car Dealers; Clothiers; Furniture; Jewelers

STAR RADIO

250 Park Ave.
New York City

ADVENTURES OF DEXTER RANDOLPH Each story is told in from 10 to 18 episodes.

Type: Script
Episodes: 65
Time Unit: 15 Minutes
Appeal: General
Class: Mystery Serial

BUCCANEERS A Gilbert and Sullivan type of yarn about pirates, adventure and intrigue on the high seas.

Type: Script
Episodes: 100
Time Unit: 15 Minutes
Appeal: General
Class: Musical Comedy

CHRISTMAS TREE OF 1942 A series presenting timely holiday suggestions, and Christmas stories with opportunities for carols and music.

Type: Script
Episodes: 25
Time Unit: 30 Minutes
Appeal: General
Class: Christmas Feature

DEATH STALKS THE HONEYMOON Two voices, a male and a female, are required in the first 23 episodes. Three additional characters are needed in the last 3 episodes.

Type: Script
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Mystery Series

GOOD MORNING NEIGHBOR Participating one-man show in its seventh year. Women of the community exchange news, gossip, and buying tips for the day.

Type: Script
Time Unit: 30 Minutes
Schedule: 6 Times a Week
Appeal: Feminine
Class: Household Forum

THE HUMAN ANGLE IN SPORT A series of intimate and dramatic word pictures of the world, as well as memorable sporting events and stories behind the sports headlines.

Type: E.T.
Episodes: 52
Time Unit: 5 Minutes
Appeal: Masculine and General
Class: Sports

MORNING BULLETIN BOARD A one-man production in its seventh year. Features included are: *Today's Good Manner, Jokes, Mystery Teaser, Music, Time Signals, etc.*

Type: Script
Time Unit: 60 Minutes
Schedule: 6 Times a Week
Appeal: Feminine
Class: Household Forum

STAR COMMERCIALS Commercial announcements covering 23 different lines of business.

Type: Script
Episodes: 76
Time: 1 Minute

TRANSCRIBED RADIO SHOWS

2 West 47th St.
New York City

BUSINESS BUILDERS Commercial dramatizations produced for specialized businesses.

Type: E.T.
Time Unit: 5 Minutes
Episodes: 1,000
Appeal: General
Sponsorship: Optical; Ice Cream; Bread; Furniture; Insurance; Savings and Loans; Clothing; Jewelry; Used Cars; Soft Drinks; Small Loans

HALF MINUTE SKITS Dramatizations.

Type: E.T.
Episodes: 78
Time Unit: 1 Minute
Sponsorship: Jewelry and Optical

HOT DATES IN HISTORY Dramatization of historic events such as the Invention of the Telephone.

Type: E.T.
Episodes: 52
Time Unit: 15 Minutes
Appeal: General
Class: News; Historical

LOVEMAKING INCORPORATED Musical comedy based around a young man's effort to win the girl.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: Feminine
Class: Variety

ODD FACTS IN THE NEWS Designed to precede a regular newscast.

Type: E.T.
Episodes: 75
Time Unit: 5 Minutes
Appeal: General
Class: News

ROBINSON CRUSOE JUNIOR Story of the modern boy and girl in a contemporary version of *Robinson Crusoe*.

Type: E.T.
Episodes: 39
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventure Serial

ROLL CALL OF SPORTS Eye-opening sports yarns plus sports questions and answers.

Type: E.T.
Episodes: 39
Time Unit: 5 Minutes
Appeal: Masculine and General
Class: Sports

TRANSTUDIO CORPORATION

473 Virginia St.
Buffalo, N. Y.

IN DEFENSE OF FREEDOM Story of life in an Army Camp, with drama, humor and love interest. Merchandising tie-ins.

Type: E.T.
Time Unit: 15 Minutes
Schedule: 2 Times Weekly
Appeal: General
Class: Patriotic; Comedy; Dramatic Feature

UNITED PRESS ASSOCIATION

News Building
New York City

DAILY CHUCKLES Real laughs from real life.

Type: Script
Time Unit: 5 Minutes
Schedule: 6 Times Weekly
Appeal: General
Class: News

HIGHLIGHTS OF THE WEEK'S NEWS Items of greatest interest and importance.

Type: Script
Time Unit: 15 Minutes
Schedule: Once Weekly
Appeal: General
Class: News Summary
Sponsorship: Finance; Insurance; Public Utilities; General

IN MOVIELAND Personal news and chatter of Hollywood.

Type: Script
Time Unit: 5 Minutes
Schedule: 6 Times a Week
Appeal: Feminine
Class: News

IN THE WOMAN'S WORLD Household tips, etc.

Type: Script
Time Unit: 5 Minutes
Schedule: 6 Times a Week
Appeal: Feminine
Class: Household Forum

ON THE FARM FRONT News to help the farmer get better crops and more profit.

Type: Script
Time Unit: 5 Minutes
Schedule: 7 Times a Week
Appeal: Rural
Class: News
Sponsorship: Farm Products

SPEAKING OF SPORTS Highlights of sports.

Type: Script
Time Unit: 5 Minutes
Schedule: 6 Times a Week
Appeal: Masculine
Class: Sports

TODAY'S WAR COMMENTARY

Type: Script
Time Unit: 5 Minutes
Schedule: 7 Times a Week
Appeal: General
Class: News

WE COVER THE BATTLEFRONTS Vivid, on-the-scene action reports based on off-the-record messages from eye-witness descriptions from war correspondents.

Type: Script
Time Unit: 15 Minutes
Schedule: Once a Week
Appeal: General
Class: War News

WEEK END BUSINESS REVIEW Broad direction of the nation's trade winds and their determining factors.

Type: Script
Time Unit: 5 Minutes
Schedule: Once a Week
Appeal: Masculine
Class: News
Sponsorship: Finance; Insurance; Public Utilities; General

WOMEN IN THE NEWS About women who set the pace in all fields.

Type: Script
Time Unit: 5 Minutes
Schedule: 6 Times a Week
Appeal: Feminine
Class: News

YOUR FOOTBALL PROPHET Gridiron comment and prediction by U. P. Press Radio Sports Editor Ralph D. Palmer, during the football season.

Type: Script
Episodes: 11
Time Unit: 15 Minutes
Appeal: Masculine and General
Class: Sports

VIDEO & SOUND ENTERPRISES

202 Barker Building
Omaha, Nebr.

PARADE OF BANDS Musically reproduced show with a national locale. Show combines music with up-to-the-minute news. Merchandising tie-ins.

Type: E.T. and Script
Time Unit: From 30 Minutes
Schedule: 7 Times Weekly
Appeal: General
Class: Music

THE SCRAPES OF SCRAPPY The diary of a dummy whose scrapes take him into all kinds of mischief. *Scrappy*, his real live girl-friend, *Suzie*, and *The Toy Band* create interest sustaining suspense. Designed to sell children's volume products.

Type: E.T. or Live
Time Unit: 15 Minutes
Appeal: Juvenile and General
Class: Dramatic Feature

OSCAR WITTE RADIO PRODUCTIONS

4190 Third Ave.
Los Angeles, Cal.

ADVENTURES OF SIR KINMORE KINIK Adventures of a newspaper reporter.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventures Series

KILLERS OF THE SEA Hunt for buried sea treasure with an espionage angle.

Type: E.T.
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Adventure Series

FREDERIC W. ZIV RADIO PRODUCTIONS

2436 Reading Road
Cincinnati, O.

THE CAREER OF ALICE BLAIR A white-collar

girl continued story starring Martha Scott. A capella choir theme and bridge music.

Type: E.T.
Episodes: 130
Time Unit: 15 Minutes
Appeal: Feminine
Class: Dramatic Serial

DEAREST MOTHER Experiences of a working girl as recorded in her diary. Merchandising tie-ins.

Type: E.T.
Episodes: 143
Time Unit: 15 Minutes
Appeal: Feminine
Class: Dramatic Serial

FORBIDDEN DIARY Continued story of the Wynn family of Willowsville.

Type: E.T.
Episodes: 130
Time Unit: 15 Minutes
Appeal: Feminine
Class: Domestic Serial

THE FRESHEST THING IN TOWN

Type: E.T.
Episodes: 260
Time Unit: 15 Minutes
Appeal: Juvenile
Class: Junior Comedy
Sponsorship: Bakeries, Department Stores, and General

KORNEGIE HALL Latest edition of a musical variety show featuring *The Korn Kobbler*. Comedy, music and gags.

Type: E.T.
Time Unit: 15 Minutes
Schedule: 3, 5, or 6 Times Weekly
Appeal: General
Class: Music; Comedy

THE KORN KOBBLERS Series features the music and comedy of *The Korn Kobbler*, plus guest stars. Emcee: Alan Courtney.

Type: E.T.
Episodes: 130
Time Unit: 15 Minutes
Appeal: General
Class: Musical Variety

THE OLD CORRAL Hillbilly music featuring "Pappy" Cheshire and others in a musical variety show.

Type: E.T.
Time Unit: 15 Minutes
Appeal: General
Class: Music
Sponsorship: Beverages and General

ONE FOR THE BOOK Exciting, dramatic human interest stories behind the scenes in the sports world.

Type: E.T.
Episodes: 390
Time Unit: 5, 10 or 15 Minutes
Appeal: Masculine and General
Class: Sports

SPARKY AND DUD Series features Happy Jim Parsons, Fred Hall and Lazy Dan. Billed as "Private Sparky and Strictly Private Dud, the scamps of the army camps."

Type: E.T.
Episodes: 100
Time Unit: 15 Minutes
Appeal: General
Class: Music Variety; Patriotic
Sponsorship: Beverages and General

THIS IS AMERICA Dramatizations of the lives of men and events which are the patriotic heritage of America. Included are dramatizations of Paul Revere's Ride, Dewey at Manila, etc.

Type: E.T.
Episodes: 26
Time Unit: 15 Minutes
Appeal: General
Class: Patriotic; Historical

The Best

SYNDICATED TRANSCRIBED RADIO PROGRAMS IN THE COUNTRY!

"SONGS OF CHEER & COMFORT"

Music and Philosophy
Starring Richard Maxwell
52 1/4-hour transcriptions

"ONE I'LL NEVER FORGET"

Unusual Sports Stories
Starring Jack Stevens
78 5-minute transcriptions

"KNOW YOUR FURS"

Retail Fur Promotion
Featuring Walter J. Horvath
26 5-minute transcriptions

"TWILIGHT TALES"

Juvenile Series—Fairy Tales
Starring Elinor Gene
52 1/4-hour transcriptions

"THE ENEMY WITHIN"

Expose of Nazi Fifth Column
All-star Australian Cast
117 1/4-hour transcriptions

"IMPERIAL LEADER"

Life Story of Winston Churchill
All-star Cast
52 1/4-hour transcriptions

"UNCLE JIMMY"

Family daytime serial
Starring William Farnum
156 1/4-hour programs

"FUN WITH MUSIC"

Starring Sigmund Spaeth
"The Tune Detective"
26 1/4-hour transcriptions

"VICTORY NURSERY RHYMES"

Nursery Rhymes Up To Date
30 transcribed 1/2-minute spots

AND MANY OTHERS

For complete listing, see page 309

Distributed Exclusively By

KASPER-GORDON Incorporated

142 Boylston Street

BOSTON, MASSACHUSETTS

One of the Country's Largest
Program Producers



PROOF O' THE PUDDING

Results based on sales, mails,
surveys, long runs and the
growth of the business itself.

Men's Wear

TOMORROW'S NEWS TONIGHT When KTUL hit the Tulsa, Okla., airwaves in 1934, one of its first advertisers was top-flight men's clothiers, CLARKE'S GOOD CLOTHES. Since then, CLARKE'S has been a consistent KTUL advertiser, almost always using *only* KTUL. *Puff for radio:* CLARKE'S outlay for radio time is today as much or more than in any other advertising media.

Canny store manager Harry Clarke candidly gives his reasons for consistent use of radio time: "Of course, my reasons for consistently increasing our use of radio time are entirely selfish. I am only interested in buying that which will render the greater service to our institution."

Show currently being aired for CLARKE'S is *Tomorrow's News Tonight*. Seven days a week listeners get a quarter-hour of bedtime news featuring ace-newscaster Eddie Lyon.

Special promotions used to sell the show: envelope stuffers, billboard display (24-sheets), and window displays using life-size blow-ups of news announcer Lyon. Says sponsor's ad manager Linna Jane Walker: "Results have been more than satisfactory."

AIR FAX: KTUL features two men exclusively on its news. Daytime newscaster is Glenn Condon. Nightfall brings Eddie Lyon to the mike.

First Broadcast: February 1, 1942.

Broadcast Schedule: Daily, 10:00-10:15 P.M.

Followed By: The War Today.

Sponsor: Clarke's Good Clothes.

Station: KTUL, Tulsa, Okla.

Power: 5,000 watts.
Population: 147,961.

COMMENT: Newscasts with a "personality" announcer are almost certain to draw the largest listening group. With the public more interested in news today than ever before, these same featured announcers are the ones with whom to woo news anxious citizens.

Women's Wear

YOUNG STARS OF TOMORROW "Can anyone beat our record?" asks manager Nathan Lebedecker, of the **STEPHEN'S WOMEN'S APPAREL** store, Rochester, N. Y. As of July 26, **STEPHEN'S** has *continuously sponsored the same program on the same station at the same time every week for 375 weeks!*

Without missing a Sunday since June, 1935, the **STEPHEN'S** program of *Young Stars of Tomorrow* has broadcast the **WHEC** microphone debuts of some 3,500 boys and girls fifteen years of age and younger. Not infrequent have been duets, trios and quartettes. Each performer proudly wears a button imprinted with the words: "*I Have Been on Stephen's Program—WHEC—Sundays at 12:30.*" Each also receives two tickets to the local **RKO PALACE THEATRE**.

Weekly winner, as determined by a combination of votes from listeners and a board of judges, receives a prize of five dollars, returns to entertain again the following week.

Every nine weeks there is a semi-finals round-up of winners. First and second place winners receive everything from toboggans to bicycles. All who rate the **WHEC** semi-finals tote home special framed certificates of merit.

AIR FAX: *First Broadcast: 1935.*

Broadcast Schedule: Sunday, 12:30-1:00 P.M.

Preceded By: Golden Gate Quartet.

Followed By: Invitation to the Waltz.

Sponsor: Stephen's Women's Apparel.

Station: WHEC, Rochester, N. Y.

Power: 1,000 (d).

Population: 357,689.

COMMENT: *Young Stars of Tomorrow* are also buyers of tomorrow. When a

sponsor is assured of a plentiful supply of amateur talent a show of this kind is almost certain to build up a large listening audience. Buttons with essential program information constitute 3,500 walking reminders for the show, play no small part in keeping up the high listening level. High in institutional value is a presentation of this kind.

MINNEAPOLIS' GREAT

**DOUBLE
ROOM
VALUE**

**\$1.75
PER PERSON**

Think of it! All the streamlined facilities of this modern hotel are yours for only \$1.75 per person, double. Every room is fireproof . . . outside . . . newly decorated . . . tastefully furnished . . . innerspring mattresses . . . full length mirrors. Excellent dining rooms, popular priced coffee shop. A step from the loop, yet close to everything in Minneapolis. Other rates begin at \$2.50 single.

**24-HOUR CAR STORAGE — 50¢
FREE PICKUP — DELIVERY**



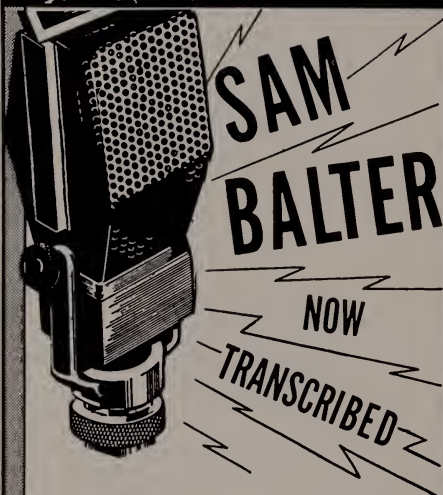
E. WILLIAM BENSON
President-Gen'l Mgr.
THOMAS C. KNAPP
Resident Mgr.

HOTEL
10th STREET AT 3rd AVENUE

Leamington

MINNEAPOLIS • MINNESOTA

★ AMERICA'S FIRST COAST-TO-COAST DAILY SPORTSCASTER



(already on 60 stations with an
amazing history of success)

4 Years Coast-to-Coast Mutual Network!

Said TIME Magazine: "Enormously popular with sports addicts, he has been a big help in boosting the sale of Phil-
lies, claimed to be over half a billion
cigars a year, in keeping Bayuk Cigars,
Inc. in the black. . . . A one-time high
school teacher from U.C.L.A., Balter
wrote action stories for the pulps, treat-
ed scripts for Universal . . . he squeezes
the last drop of melodrama out of horse
racing, ball games, fights, wrestling
bouts." 390 5-minute stories titled "ONE
for the BOOK—by Sam Balter" . . . ex-
citing, dramatic, tense moments in sports.
Transcribed!

WRITE OR WIRE FOR RATES AND AVAILABILITIES

FREDERIC W. **ZIV** INCORPORATED

- 2436 READING ROAD, CINCINNATI, OHIO
- 485 MADISON AVENUE, NEW YORK CITY

TESTED AND APPROVED

(Continued from page 299)

Cities. Each month Ann Ginn has a breakfast to which 50 members of the organization are invited. One week the meeting is in the Saintly city and members from that area are invited. A fortnight later the same procedure is repeated in Minneapolis.

Sponsors, naturally eager to further their relations with members of the *Bureau*, supply all the food for the meal.

Breakfast starts promptly at 9:00 A.M. At 9:45, the program goes on the air. A guest star or personality whom the members would like to meet is usually a feature of these broadcasts. Following the program is an open forum during which members voice opinions of products, etc.

While *Around the Town* has been sponsor-tested for seven long years, the *Homemakers Testing Bureau* only recently celebrated its first birthday. Birthday present for its originator: honorable mention in the *Josephine Snapp Award* competition conducted by the Chicago Women's Advertising Club. In this nation-wide competition in which hundreds of women were considered for the award and the three honorable mentions, honors went to four women in the country who had made the most outstanding contributions to advertising in the past year.

For the first time in the history of the *Josephine Snapp* competition an award was made to a woman in the radio field. While the competition was open to any and all women in the field of advertising, one of the three honorable mentions went to Ann Ginn for the development of her program *Around the Town With Ann Ginn* and the *Northwest Homemakers Testing Bureau*.

While radio can and has done an excellent selling job for sponsors without number, service of this kind is to the mutual advantage of advertiser and consumer alike. Especially in times like the present, such a *Bureau* performs an invaluable public service function.



★

A PERMANENT
RADIO PROGRAM
DIRECTORY

the new ★

**RADIO
SHOWBOOK**

★

*For Men
Who Buy Local
Radio Time*

**All in one volume . . .
durably covered and
printed on heavy book paper**

★

*Most Complete
Listing Ever
Compiled!*

Here is a great reservoir of program ideas. These are shows of yesterday, of today and tomorrow; they are actually produced, readily available.

Here is the most complete listing every assembled. Up-to-the-minute current releases and sponsor-tested shows that are still doing a selling job are indexed and cross-indexed. At your finger tips are programs to meet the requirements of any sponsor.

★

*Every Program
Available for
Immediate Use!*

With more and more radio entertainers off to the colors, this tremendously fertile field is today's green pasture for radio-fare.

★

*Classified
for Handy
Reference*

RADIO SHOWMANSHIP MAGAZINE
1004 MARQUETTE
MINNEAPOLIS, MINNESOTA

Gentlemen:

Send me the complete in one volume RADIO SHOWBOOK printed on book paper, as reprinted from RADIO SHOWMANSHIP magazine. I want ☐ copies at 50 cents per copy. Check enclosed ☐. Bill me later ☐.

Name.....

Address.....

City..... State.....



NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIAISON
10 WEST 67TH STREET, NEW YORK, N.Y.

AT YOUR FINGERTIPS

SHOWMANSHIP CHRISTMAS PROMOTIONS and program ideas successfully tested in last year's holiday time are the feature of this issue. It's RADIO SHOWMANSHIP's way of helping you get the most out of radio in the peak retail buying months. ★ ★ ★ ★

S *howmanship*

OCTOBER 1942

25c

30c IN CANADA

IN THIS ISSUE



Tested Shows
for Christmas
SELLING



Section II

RADIO SHOWBOOK

MORE THAN A MAGAZINE . . . A SERVICE



YOUR BUSINESS AT A GLANCE

A quick index to what others in your business field accomplish through radio. Articles and services in *Radio Showmanship* are classified by businesses here.

OCTOBER

<i>Business</i>	<i>PAGE</i>	<i>Business</i>	<i>PAGE</i>
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		Transportation	342, 349

Plus Section II of the RADIO SHOWBOOK, the handiest cross-index of program ideas that SHOWMANSHIP has ever compiled.

SEPTEMBER

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Groceries	298	Women's Wear	325
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Plus Section I of the RADIO SHOWBOOK listing transcribed, script and live shows immediately available for sponsorship.

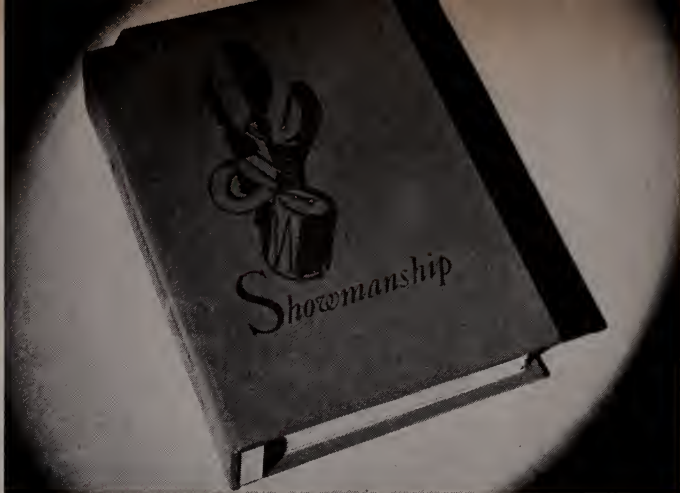
If you don't have the September issue, order it now!

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OCTOBER 1942

VOL. 3

NO. 10



Editorial Advisory Board

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Retailer's Christmas Star 332

John A. Bacon

Bank survey yields wartime advertising themes for retailers, writes the Director of Sales for Radio Station WGR, Buffalo, N. Y.

Non-Cancellable Claus 334

An RS Analysis

Told here is the story of how four merchants put Santa Claus to work for them, combined clever radio material with store exploitation.

No Slack in Santa's Pack 338

An RS Analysis

Out of the Cracker Barrel from WOL's Country Store comes \$6,000 worth of Yuletide Food for the needy of Washington, D. C.

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Tech Ice Cream merchandises its kid show to the hilt writes the vice president of Smith, Taylor & Jenkins Advertising Agency, Pittsburgh, Pa.

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Photographic review of Christmas-time merchandising stunts.

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Here are successful merchandising stunts used last Christmas in a variety of business fields.

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Section II

Here is the concluding section of a directory of transcribed, script and live show availabilities.

Retailer

Bank Survey Yields Wartime

Writes John A. Bacon, WGR-W

APPEAL TO WORKERS

Reflected in this survey is the vastly increased consumer purchasing among lower income groups with wartime jobs which will help in part to offset the reduced purchasing power of the upper and middle classes. Typical is this response:

"Because the trend has been toward basement activity, and particularly in view of the credit restrictions which now puzzle and will soon semi-paralyze charge account customers, we have spent a greater part of our promotional dollar for basement advertising."

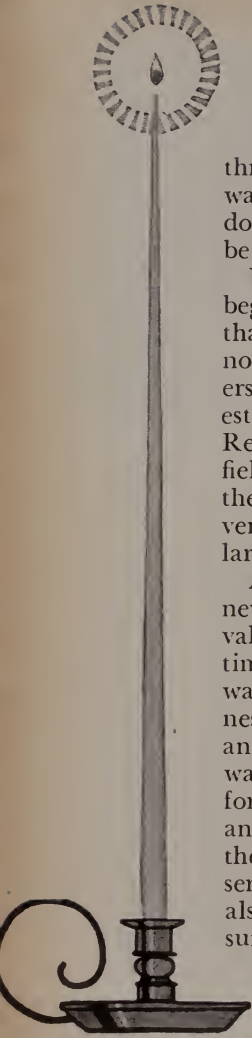
MAKING IT PLEASANT TO STAY AT HOME

The nation is just beginning to stay at home, and advertisers are making use of this theme to great advantage in the retail field. Stores throughout the country report an increased demand for porch and yard furnishings, barbecue items of all kinds, and garden tools. Seeds, bulbs and garden equipment have been merchandised on a larger scale. Reports one of these merchants:

"We have set up a very fine toy department as a year-round proposition, especially emphasizing playground equipment, which is already bringing us added sales. Recently we ran a large promotion campaign on garden shrubs and fruit trees, which brought us a month's normal business in one week."

REPAIR SERVICES

In line with the slogan, "Take care of what you have," department stores are



It will be a different sort of Christmas this year, and it won't be a merry one, but Americans will carry-on as the English have done through three long years of war. If the Christmas stocking doesn't bulge, at least it won't be empty.

When Christmas shopping begins, the public will find that some consumer goods are no longer available, but buyers won't have to leave retail establishments empty-handed. Retailers are looking to new fields to keep volume up, and they are backing up these new ventures with advertising dollars.

Advertising based on these new services is one of the most valuable types of advertising in times like the present. People want to know, and expect business to tell them how to buy and how to conserve in such a way as to act most effectively for themselves, their families and their country. In meeting the situation, business not only serves its own interests but it also serves the public as consumers.

Business has already faced these new conditions, and what hangs on the nation's Christmas tree this year will be there because retailers have not been afraid to tackle their wartime problems.

To determine how retail stores have adjusted their merchandising policies to wartime conditions, the Research Department of the LIBERTY BANK OF BUFFALO (N. Y.) conducted a survey among 60 department stores.

Since what retailers are doing to meet shortages in merchandise is of value not only to other retailers, but to those who deal with them as well, the results of this survey are summarized here. Included are a number of suggestions for *Wartime Advertising Themes for Retail Merchandisers*.

Christmas Star

Advertising Themes for Retailers
Director of Sales, Buffalo, New York.

now extending repair department to include such things as vacuum cleaners and electric fans, reweaving, glove cleaning and hosiery repairing, watch and jewelry repair, shoe repair, fur coat repair, rug and furniture repair. One merchant instituted a *Re-Use-It Service* with contact desks on each floor where customers can discuss such problems.

DEFENSE ACTIVITIES

Victory workers must be dressed for their part, and some merchandisers have adjusted their merchandising plans to include this phase of the war effort. Reports one:

"In March of 1941, we announced a new low price policy on all uniforms for officers of the Army and Navy. This action was prompted by a desire to cooperate with the men who are joining our Nation's defense forces by placing uniforms at their disposal at prices that do not even cover our cost of distribution. As a result of this pricing schedule, our monthly volume has regularly increased. Because we feel very close to defense activities we have since broadened this policy to include work clothes and equipment for both men and women workers in mills, factories, railroads and shipyards. In this direction, the acceptance has likewise been most gratifying."

CONSERVATION APPEAL

Americans are living, more or less, off inventories which

More than one bow to his arrow has WGR-TVKBW Sales Director, John Anderson Bacon, who joined the Buffalo (N. Y.) Broadcasting Corporation in



1939. Spark-plugger Bacon is a Past Director of the Greater Buffalo Advertising Club, member of the Buffalo Executives Ass'n., Buffalo Automobile Club, Mid-Day Club, and Buffalo Sales Executives Club.

Red Cross, United War & Community Fund (Division "G" Chairman), Y.M.C.A. Drive, and a host of other worthwhile civic promotions also get his support.

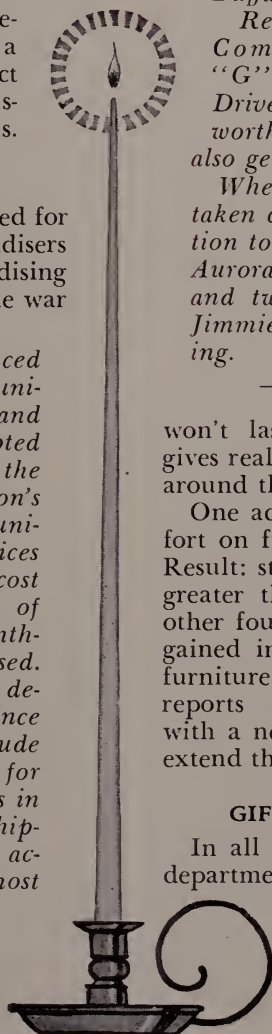
When advertising and sales are taken care of, he turns his attention to his farm just outside East Aurora where his wife, Charlotte, and two children, Johnnie and Jimmie, help with Victory farming.

won't last forever. Common sense gives real point to advertising framed around the conservation appeal.

One advertiser made a stronger effort on fur storage than ever before. Result: storage was about 30 per cent greater than the previous year. Another found that considerable can be gained in promoting slip covers for furniture. Still another merchandiser reports excellent volume business with a new fluid that is supposed to extend the life of automobile tires.

GIFTS FOR SERVICE MEN

In all sections of the country new departments are blossoming under such titles as *Parcels for the Forces*, and *Bundles for Buddies*. Here is the comment of one advertiser:



"When our Hosiery Department volume started to slip, we condensed its size, and put in a Candy Department, featuring boxes of hard candy for soldiers. This department is growing very nicely. We, then, condensed several other departments so as to enable us to locate, near the center of our first floor, a canteen for men in the armed forces. This department carries out the theme of the express company, 'Express Your Gratitude', and has boxes made up of magazines, toilet equipment, games, etc., which can be sent to the boys away from home."

KEEP FIT ANGLE

War necessarily creates a national strain. In one city, a specialized department for the sale of health belts and posture braces, with an expert fitter in charge, has produced a very substantial volume of business. Another store added a line of specially prepared foods known as *Health Foods* to help take up the slack in its business volume.

NEW DEPARTMENTS

Antiques: In one instance, space vacated by the larger electrical units was taken over by an antique dealer, leased on a percentage of sales basis. Another merchant added a line of old clocks, old English silverware and antique jewelry.

Blackout Essentials: Numerous stores report the addition of air-raid protection departments, carrying all kinds of merchandise which the average citizen will need to blackout his home.

Rentals: To offset to some extent the sales previously enjoyed in typewriters, one store now offers them on a rental basis. Another merchandiser has under consideration a record lending service.

Expansions: While many departments are now curtailed, a few departments have been enlarged. One such unit is the fabric and pattern department where merchandisers have already experienced an increase in piece goods business.

N on-Canc

How Four Merchants Put S Radio Material With Spl

TODAY, the almost universal symbol of Christmas is Santa Claus. Because of priorities, dwindling supplies and other problems of wartime emergency, the be-whiskered old gentleman may not bring the nation's children all that they ask for, but Old Santa has always done his best, and this year is no exception.

Like roast turkey without cranberry sauce is a department store's Christmas promotion without Santa Claus, but presenting him in a novel and appealing way is a bugaboo for many an advertising manager. In recent years, radio has met and solved this problem in a variety of unique methods. Presented below are a number of successful radio programs which combine clever radio material with excellent store exploitation.

DUBUQUE, IOWA

What the J. F. STAMPFER DEPARTMENT STORE, Dubuque, Ia., wanted was a strong Christmas promotion program that not only sold toys but everything else in the store as well. It wanted audience participation, it wanted mail, and most of all it wanted to see merchandise disappear. It did. Santa Claus did it all! And working against time at that!

In November, a small shop adjacent to the half a block square building which houses the J. F. STAMPFER DEPARTMENT STORE was suddenly vacated. Just as suddenly, STAMPFER's decided to take over this space as a Toy Annex. Moving the toy department to the annex added to the radio problem, and time was at a premium.

STAMPFER's and KDTH decided to help Santa by contacting him at the

North Pole Claus

to Work, Combined Clever
Exploitation is Told Here

North Pole via the magic of short wave radio. Daily KDTH advertiser throughout the year, and radio-wise, STAMPFER's chose one of its own department heads to impersonate the venerable old gent. In him, they had a representative who not only had a way with children, but who also knew the store organization by heart. When a youngster wanted to remember Dad and Mother, Santa had suggestions on the tip of his tongue and he could tell just where it could be found in the STAMPFER store.

Santa was housed in a blind studio at the station. Toys, dwarfs, and other sound effects were with him. As far as the listening youngsters were concerned, he was at the North Pole.

At the STAMPFER store, an impressive broadcasting set-up was arranged. To solve the problem of feed back and to give the moppets the thrill of listening to Santa all by themselves, an amplifier and a line was used on the mike. A small receiver with plug in jacks for head sets was used for actual operation. As far as the boys and girls who gathered to see the proceedings were concerned, it was a one-sided conversation but each one was mighty anxious to hear what Santa would have to say to him personally on the *Contact Santa* program.

Originally scheduled for fifteen minutes, the show moved to a half-hour on its second airing. Subsequently it went to three-quarters of an hour, and in the week before Christmas it took a solid hour to interview the youngsters who jammed the Toy Annex. When letters began coming in, a special North Pole

Post Office was installed in the Toy Annex, and replies under a Red Cross seal awaited all of the letter writers a few days after their own letters had been posted. So great was the demand that the supply of colorful lithographed stationery, showing Santa at a microphone, which was used for replies, was exhausted in a week, and the letterheads had to be changed several times.

ROCKFORD, ILL.

In Rockford, Ill., youngsters came, saw and were conquered by the OLSEN-EBANN JEWELRY STORE's Santa Claus heard over WROK on the three Saturdays preceding Christmas. While censorship bans against the open mike will necessitate some changes in the set-up, in 1941 he was *Santa On the Street* for one of Rockford's oldest and largest credit jewelers.



Featured on the WROK show were interviews with the youngsters. Assisted by announcer Morey Owens, Santa Claus chatted with the sprouts, presented each with a sack of candy. Distributed in three half-hour airings were 900 sacks of candy! For the *Rockford Register-Republic*, the show rated a picture in its full page of *Photo Highlights of the Week in Rockford Business*.



DES MOINES, IOWA

Among the first to have a Mrs. Santa Claus was the SEARS ROEBUCK AND COMPANY'S retail store, Des Moines, Ia. For four weeks preceding Christmas, Mrs. Santa Claus was heard Monday through Saturday from 8:30 to 8:45 A.M. over KRNT.

Different and novel was the promotional plan built around Mrs. Santa Claus. In the SEARS' toyland was a wishing well attended by a fairy. Children filled out cards listing what they wanted

for Christmas, signed their names and addresses, and dropped the cards into the well as they blew one of Santa's wishing whistles.

The cards, made out in the child's own handwriting, were sent to its mother. Accompanying the card was a letter from SEARS telling the mother of the child's recent wish at the well. The suggestion was made that SEARS hoped to help the child's wish come true, and mothers were invited to visit the store soon. SEARS found that a very high percentage of the direct mail letters were read, and the fact that the letters were accompanied by a card in the child's own handwriting added a telling and effective personal touch.

While Mrs. Santa Claus, alias Beverly Berry of the KRNT staff, read the children's names on her daily program, what they wished for was not divulged. Did the small fry go for this plan! A three weeks' supply of cards, wishing whistles and cartoon books was used up in a single week.

COLUMBUS, OHIO

In Columbus, O., Santa really went to town for the F & R LAZARUS & CO. department store. With the toy department in a new location exactly six stories away from Santa's throne-room, two obstacles immediately presented them-



● *Left . . .* From the J. F. STAMPFER Toy Annex, children talked direct to Santa via short wave and KDTH, Du-buque, Ia.

● *Below . . .* So popular was the STAMPFER *Santa's Post Office* that the season's supply of reply letterheads was exhausted within a week.

● *Right . . .* Youngsters and parents lined the sidewalk for a full block at each of the OLSEN-EBANN JEWELRY STORE'S broadcasts aired over WROK, Rockford, Ill.

selves. First, how to acquaint the public with Santa's new location, and second, how to accommodate the inevitable burden of traffic which would tax the crew of 13 elevators conveying Young Columbus and family to Toyland.

A freight elevator near Santa's new location was converted into the *Chimney Express*, and radio was required not only to attract youngsters and their parents, but also to steer them away from the busy Main entrance and regular passenger elevators to the entrance nearest the auditorium where Santa held sway and from there to the special *Chimney Express* to Toyland.

WHKC was used exclusively, with fifteen-minute programs daily at 7:15 P.M., beginning several days prior to Santa's arrival at the Columbus Airport via TWA-Stratoliner on Thanksgiving Day.

Originated by Fred W. Sample, head of WHKC's continuity department, the *Chimney Express* broadcast, supposedly originating in Santa's North Pole Toy Shop, opened with the wireless contacting Radio Station XMAS by WHKC. Santa, aided by Godfrey and Gasper Gnome and Icicle, read letters sent in by out-of-town boys and girls, and actually telephoned four local children during each broadcast.

Evidence of the success of the second year of this radio promotion: 13,265 form cards were mailed out to youngsters in response to personal mail for Santa; Santa talked with 25,048 boys and girls, and the grand total of children and parents carried to the toy department on the *Chimney Express* was 79,332!

COMMENT: With institutional effort playing an important role in store operation, it is to be expected that special emphasis be placed on Christmas activities. Sure-fire are programs which combine clever radio material and store exploitation. Most of these programs cost little or nothing in addition to the actual airing of the program, but they establish another link in the chain which will result in a closer alliance between the retailer and radio.

Words of Caution: Plenty of time clearance is an absolute essential; kids will jam any place to talk to Santa by radio. If the replies-to-letters angle is worked, have plenty of letterheads on hand; the mail pull on a Santa Claus show is often terrific. Lastly, be set for anything. It can happen. Santa must be nimble witted to meet any and all emergencies.

CHRISTMAS shoppers in Washington, D. C., aren't inclined to believe their eyes at first. Plunked down in the middle of the city is a country store. Year before last this small slice of Vermont was in the heart of the Washington shopping district on Pennsylvania Avenue. The next year it moved to the toney Connecticut Avenue region where this bit of authentic ruralism vied for attention with Rural Electrification's modern building and ELIZABETH ARDEN's salons.

The *Country Store* is just a frame building, the outside plastered with advertisements for everything from smokes to corn plasters. When the store opens up each Christmas season, its shelves are empty. Its appointments include a pot-bellied stove, a few cracker barrels for the local philosophers to rest on, and a large sand pit. (Cuspidors are too small for a good country store.)

Nothing is sold in this WOL Christmas enterprise. Its purpose is to take in contributions for the poor. While money is acceptable, and contributors may bring in what they wish, canned goods, flour, coffee, tea and other staples are preferred.

Every morning for two weeks store proprietor Art Brown runs his WOL *Musical Clock* program, heard from 6:30 to 9:30 A.M. direct from the *Country Store*. This participating show gives the *Country Store* its main publicity,

No Slack

Out of the Cracker Barrel
\$6,000 Worth of Yuletide

and the fact that the program comes direct from the scene helps impress the *Country Store* on listeners' minds. Other publicity comes from station break announcements either urging contributions or calling attention to some of the special events put on the air from the *Country Store*.

One of these special events last year was a potato-peeling contest. Four soldiers came up from Fort Belvoir, Va., for a little K.P. duty and their activities were described over WOL. Potatoes, both used and unused, stayed at the *Country Store*.

Another day Russ Hodges did his WOL *Sports Resume* from the store. Contributors, some of them not even sure they are facing a live microphone, are also interviewed.

More than gratifying are the results. Gathered in two years: more than \$1,150

● A small slice of Vermont in the center of Washington, D. C., is WOL's *Country Store*. Proprietor Art Brown, and his assistant, Ted Dunlap, look over the premises.



anta's Sack

Country Store Comes Washington, D. C., Needy

in cash contributions alone. Ten times that amount of food have lined the shelves of the *Country Store*. An inventory of Prop. Brown's stock last year included 19,208 pounds of coffee, salt, sugar and flour; 7,649 pounds of fresh meats, fruits and vegetables, and 19,208 units of canned food. Also turned over to the Metropolitan Police who distribute the baskets: 12 live chickens, one live

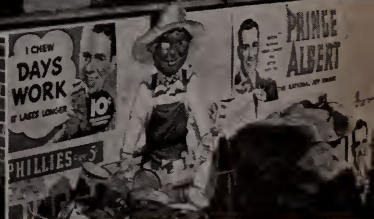
turkey and two dressed ones, and one small, squealing pig. WOL had filled the cracker barrel with \$6,000 worth of food for the needy!

Wonderfully cooperative are listeners. One man who came in to see what the *Country Store* was all about, promised that out of his budget for lunch during the Christmas season, each day he would give the *Country Store* what he saved by eating less. And he kept his promise.

Many listeners go to great inconvenience to present their contributions in person. Many write thanking Prop. Brown for the privilege they had in finding a new outlet for their Christmas spirit. And when the baskets are distributed on Christmas Day, listeners, participating sponsors on the *Musical Clock* program, and all others who shared in the venture know that they have had a part in an expression of the genuine Christmas spirit.

● Right . . . Empty shelves give way to a well stocked larder as *Musical Clock* listeners bring in their contributions to the needy.

● Below . . . Policemen officiate as baskets are made up for Christmas Day delivery to families who need food.



Year 'Round Plum Pudding

Tech Ice Cream Merchandises Its Kid Show to the Hilt Writes

Ronald P. Taylor, Vice-Pres. of Smith, Taylor & Jenkins, Inc.

KIDS being kids, there is no sure-fire formula for a successful kiddies show. But if there were, it would go something like this: "Let 'em act, let 'em dance, let 'em play, let 'em sing." In other words, the youngsters like best the programs they themselves participate in.

At least that's the system followed by the *Tech Junior Jamboree*, which is the keystone of its sponsor's advertising campaign. That it has some foundation in truth is evidenced by the fact that the program, now in its tenth year, is radio's

oldest and largest continuous kids show originating in a theatre. Broadcast over WWSW from Pittsburgh's ENRIGHT THEATRE, the *Jamboree* plays to an average live audience of over 2,500 yelling youngsters. It occupies a half-hour segment of a special Saturday theatre program running from 11:30 A.M. to 5:00 P.M. The boys and girls are treated to an extra half-hour stage show, a Western horse opera, and usually another feature production, a comedy and a serial, as well as the radio broadcast. Yes, they bring their lunches!



A product of Ohio University and the Poor Richard Club School of Advertising, amiable Ronald Patterson Taylor now puts college theory to the

acid test as vice-president of Smith, Taylor & Jenkins, Inc., Pittsburgh, Pa. Before settling down to advertising agency business, adman Taylor dabbled in newspaper work, retail advertising and auto parts sales.

A believer in the adage that "all work and no play makes Jack a dull boy," nimble-witted Taylor shoots golf in the "low hundreds." Other enthusiasms: bridge, poker, mystery stories and T-bone steaks. Pet aversions: soap operas, hominy, and having someone read a newspaper over his shoulder.

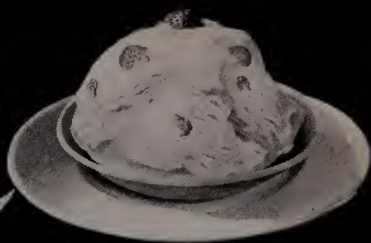
The broadcast comes first on the program. It is made up roughly of one-third community singing, one-third stage and vaudeville acts, and one-third pure, unadulterated horseplay. Every week there are stunts, contests and other audience-participation features in which every juvenile may join. More often than not, the children themselves read or sing the commercials (always brief) perhaps with a mouthful of crackers. Sometimes a quiz is included, with participants paying humorous penalties for failure. Much of the show is ad-libbed and unrehearsed, and it benefits thereby in freshness and spontaneity.

There is the full quota of relatives. Uncle Walt Framer, who emcees the program, and Cousin Johnny Mitchell, organist and musical director, have been with the *Jamboree* since its beginning. Then there's Pappy Bill Hawk, ENRIGHT manager; Cousin Alan Trench, the commercial announcer, and Cousin Gil Bacon, special representative of the TECH ICE CREAM COMPANY, sponsors of the broadcast for the past two years.



Smiles right back at you!

Tech



ICE CREAM

HONE Schenley 7761 FOR NAME

● One of the most familiar advertising trademarks in Pittsburgh is the picture of *Polly Tech*, a gay, vivacious lassie. Winner in the annual *Polly Tech* contest becomes the sponsor's trade-character for the year, serves as **TECH ICE CREAM'S** advertising model as in this 24-sheet poster.

Production begins the previous Thursday afternoon, with a four-hour session in the WWSW studios. Here the young aspirants, aged from five to fifteen, are auditioned, with no applicants refused. Those with real ability are selected for future broadcasts. Others, who have latent talent that merely needs development, receive further seasoning on the stage-show portion of the bill.

Many stars of Hollywood and Broadway are graduates of the *Junior Jamboree*. There's Gene and Fred Kelly, of *Pal Joey* fame, George Staisey and Perry Jubilier, whose latest appearance is in *Best Foot Forward*; Ann Barrett, Little Jackie Heller and a host of others. Al Helfer and Ollie O'Toole, now top-flight network announcers, both began their radio careers on this show.

It takes more than good programming to make a radio program pay out commercially. The **TECH ICE CREAM COMPANY** merchandises the *Jamboree* to the hilt. Annually, through the spring months, there is a contest to choose a new *Polly Tech*, who then becomes the sponsor's trade-character for the year. Entrants must include a box top. On the Mother's Day program there are awards for the oldest, youngest, fattest, skin-

niest, shortest and tallest mothers present, as well as one for the mother coming from the most distant point.

Hallowe'eners get prizes for the prettiest, funniest and most unusual costumes. Similar events are held on Christmas, New Year's, July Fourth and Father's Day. All minor prizes are in the form of merchandise certificates redeemable at any **TECH** dealer's store. Occasionally photographs of popular stars, such as Gene Autry, or some novelty children's prizes are offered in exchange for box tops.

But the most resultful merchandising stunt yet attempted is the *Tech Dealer Draw*. Each week the names and addresses of eight **TECH ICE CREAM** storekeepers are read, together with the announcement that "*the first 20 people to enter each store, make a purchase and mention the Junior Jamboree, will receive a free pint of delicious Tech Ice Cream.*" In every case, stores have become crowded within a few minutes after the announcement. In the 10 years the *Junior Jamboree* has been on the air, the broadcast has had several different sponsors and innumerable changes in routine. But never has it ceased to be the kids' own show. And they love it!



SHOWMANSCOOPS

RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote listener interest in their radio programs.



Sponsor's Ride

● *Above . . .* Close to one million people watched the opening of *Santa Claus Lane* in Hollywood, Cal. Every commercial show originating from the NBC Hollywood Radio City studios was represented. Riding in the Maxwell are Carmichael and Rochester of Jack Benny's Jello program.

● *Left . . .* R. H. Glissman, Santa Claus and general chairman for the San Francisco-Oakland Commuter's annual *Christmas Party*, and KROW announcer Bert Winn, do a 30-minute broadcast of festivities. (For story, see *Christmas Promotion*, p. 349.)



The Yuletide

● *Above . . .* At the seventh annual *Christmas Giving Party* presented by WLS, Chicago, Ill., the Saturday before Christmas, 4,000 youngsters and parents contributed staple food items as their price for admission.

● *Right . . .* Ceiling high is the collection of 15,000 items of foodstuff collected at the special Christmas airing of the Morris B. Sachs *Amateur Hour*. Mr. Sachs and two members of the American Legion Auxiliary are shown looking over the collection. Show was aired over WENR, Chicago, Ill.

● *Below . . .* Regularly received on WMBD's *Christmas Capers* program were cakes, embroidered pieces, etc. *Reason:* Peoria, Ill., quiz show contestants were judged not only on neatness but also on originality. (For story, see *Christmas Promotion*, page 347.)





CHRISTMAS PROMOTIONS

Here is a collection of successful merchandising stunts used last Christmas in a variety of business fields.

Dairies

STREAMLINED FAIRY TALES Christmas is something special, and even a sponsor who is consistently on the air wants something special with which to celebrate the Yuletide season. MEYER'S DAIRY, Cleveland, O., found both its every-day needs and its special Christmas requirements satisfied in one and the same program.

While *Streamlined Fairy Tales* consists of 60 quarter-hour transcribed episodes, 15 are especially prepared for Xmas season airing. No fairy tale was MEYER's success with the series.

Comments adman Lehman Wood, of MELDRUM & FEWSMITH, INC. ADVERTISING: "When *Streamlined Fairy Tales*, under the sponsorship of MEYER'S DAIRY, was in its ninth week of broadcasting, we offered a free *Fun Book* to children between the ages of four and eight. Listeners were asked to stop the MEYER DAIRY milk men to obtain the free gift book.

"The program was aired at 9:30 A.M. on Saturday. At that time the MEYER DAIRY milk men had completed more than half of their daily calls. But regardless of the late hour, the wagon men were stopped over 300 times that Saturday, and before Thursday of the next week, the entire lot of 1,000 books ordered were gone."

AIR FAX: Santa introduces each of the 15 special Christmas episodes, is assisted by the *Koralites*.

First Broadcast: March 6, 1941.

Broadcast Schedule: Saturday, 9:30-10:00 A.M.

Preceded By: Music.

Followed By: Farm Program.

Sponsor: Meyer's Dairy.

Station: WCLE, Cleveland, O.

Power: 500 watts.

Population: 1,111,449.

Producer: H. S. Goodman.

Agency: Meldrum & Fewsmith, Inc. Adv.

COMMENT: Sponsors and their advertising agencies have taken full advantage of radio's flexibility in presenting a premium story. Especially valuable is the use of premiums to stimulate sales in areas where sales and distribution need additional buying stimulus.

Department Stores

SANTA'S MAGIC CHRISTMAS TREE

When round eyed moppets reached the toy department of the S. H. HEIRONIMUS Co. department store, Roanoke, Va., to greet Santa Claus, the first thing to confront their eager-eyed gaze was a huge Christmas tree. Out of its feathery branches, three times daily, stepped the venerable Saint Nicholas to greet the sprouts. Truly, it was *Santa's Magic Christmas Tree*.

While the old gent was hard put to it to greet personally every child who came to the HEIRONIMUS toy department, he established personal contact with each of them three times a week via

WDBJ. Broadcasts invited children to write letters to Santa Claus. To adman-ager Mrs. Gonzales Cumbie, "Sales results and mail pull of the program were very satisfactory."

AIR FAX: This transcribed Christmas series of 15 quarter-hours includes an entire promotional cam-



paign, is delivered as one complete package. Commercial continuity suggestions, ad mats, display tie-ups, prebroadcasting spot announcements, merchandising ideas, et cetera are designed for department store, bakery, dairy or food product sponsorship.

First Broadcast: November 15, 1940.

Broadcast Schedule: Monday, Wednesday, Friday, 5:00-5:15 P.M.

Preceded By: The Lone Ranger.

Sponsor: S. H. Heironimus Co.

Station: WDBJ, Roanoke, Va.

Power: 5,000 watts.

Population: 112,184.

Producer: Kasper-Gordon, Inc.

COMMENT: Programs which combine institutional and direct selling advertising don't grow on trees. According to the testimony of this sponsor, here is one program which achieves its twofold purpose with splendid results.

Finance

MUSIC OF ALL NATIONS Not in 50 years had a Christmas Eve Midnight Mass been held in Marion, O. At the suggestion of WMRN the wheels began to turn, and Father William E. Spickerman got the necessary diocese approval within 48 hours.



To control the anticipated audience, 25 cent tickets were offered at the first of two Sunday Masses. Before the end of the second Mass, tickets were completely gone. To radio listeners went the entire service over WMRN airwaves.

Broadcasting the Mass meant that WMRN stay on the air after its usual 10:00 P.M. sign-off. Into the breach stepped the NATIONAL CITY BANK OF MARION to take on the 10:00 to 11:45 P.M. package stint. Broadcast consisted of an especially created program titled *Music of All Nations*. Only commercial: a two-minute Christmas welcome by bank cashier R. E. White.

AIR FAX: *First Broadcast:* December 24, 1941.

Broadcast Schedule: 10:00-11:45 P.M.

Followed By: Midnight Mass.

Sponsor: National City Bank of Marion.

Station: WMRN, Marion, O.

Power: 250 watts.

Population: 31,084.

COMMENT: That radio and its sponsors are prepared to meet their obligations

of service to the community is indicated through broadcasts of this kind. Particularly appreciated during the Christmas season are such gestures of good will.

Meats

CAKES FOR CHARITY *Man does not live by bread alone* goes the adage, more

MINNEAPOLIS' GREAT

**DOUBLE
ROOM
VALUE**

**\$1.75
PER PERSON**

Think of it! All the streamlined facilities of this modern hotel are yours for only \$1.75 per person, double. Every room is fireproof . . . outside . . . newly decorated . . . tastefully furnished . . . innerspring mattresses . . . full length mirrors. Excellent dining rooms, popular priced coffee shop. A step from the loop, yet close to everything in Minneapolis. Other rates begin at \$2.50 single.

**24-HOUR CAR STORAGE — 50¢
FREE PICKUP — DELIVERY**



E. WILLIAM BENSON
President-Gen'l Mgr.
THOMAS C. KNAPP
Resident Mgr.

HOTEL

10th STREET AT 3rd AVENUE

Leamington

MINNEAPOLIS • MINNESOTA

pertinent during the Christmas holiday season than at any other time of the year. Hence, the *Cakes for Charity* drive started on the *Silverleaf Sendoff* program aired for SWIFT & Co., Chicago, Ill.

In cooperation with Chicago, Ill., *United Charities* metropolitan goodfellows were offered an opportunity to provide 6,000 cakes to needy families. Interested housewives had only to whip up a cake at home. A special messenger made a Tuesday pickup. Delivery to the needy was made through the 12 local branches of the *United Charities*.

Housewives pledged offerings by telephone to campaign headquarters or got pledge cards from their grocers. Card was then filled in, returned by mail. Cash prizes were awarded by SWIFT & Co. for the best cakes.

IN HIS STEPS

The Half-Hour Transcribed Show That America Has Taken to Its Heart

One sponsor says:

"We have been consistent users of radio advertising for FIFTEEN YEARS . . . we personally believe this is the GREATEST and BEST STORY PROGRAM we have ever had the pleasure of hearing . . . AS FINE AS ANYTHING ON THE AIR TODAY."

Another says:

"We consider 'In His Steps' one of the BEST PIECES OF ADVERTISING WE HAVE EVER USED . . . in face of the fact that we have been on the radio for FOURTEEN YEARS."

AND ALL OUR CLIENTS SAY THE SAME

26 HEART-THROBBING, HUMAN INTEREST DRAMAS OF KINDNESS AND TOLERANCE

And Two Other Great Shows THIS THING CALLED LOVE

65 Five-Minute Programs of ROMANCE AND CHARM

and

That Outstanding Juvenile Program THE ADVENTURES OF PINOCCHIO

in
78 Thrilling Episodes

Write or Wire

EDWARD SLOMAN PRODUCTIONS

8782 Sunset Boulevard
HOLLYWOOD, CALIFORNIA

AIR FAX: Transcribed music, and time reports are included in this early morning show heard on five week days. Program is aired in the interests of Swift's *Silverleaf Lard*.

First Broadcast: September 8, 1941.

Broadcast Schedule: Monday through Friday, 8:15-8:30 A.M.

Preceded By: News.

Followed By: Musical Clock.

Sponsor: Swift & Co.

Station: WBBM, Chicago, Ill.

Power: 50,000 watts.

Population: 3,440,420.

Agency: J. Walter Thompson Co.

COMMENT: While the run-of-the-mill broadcasts of a program of this type may serve the primary function of stimulating dealer and salesman enthusiasm, a special drive of this nature creates a tremendous amount of consumer good will for the sponsor.



Merchant's Association

SANTA'S HELPER While all youngsters pin their hopes on the all-seeing, all-doing Saint Nicholas, the Christmaseason means an S.O.S. to *Santa's Helper* for children whose parents are among the needy. In Ashtabula, O., 17 WEST END MERCHANTS took on the role. On the four Sundays preceding Christmas Day participating sponsors aired Yuletidings over WICA. Identification mark for each of *Santa's Helpers*: a large Christmas Star in the store window. Inside, in a prominent position: a large box waiting to be filled with gifts for charity.

Putting its shoulder to the wheel, the local Boys' Club repaired broken toys, handled distribution on Christmas morn. When the local *Rebekah Lodge* held its Christmas party, members took Christmas gifts not for each other, but for *Santa's Helpers*. Individual merchants, all of the neighborhood store variety, also contributed merchandise to swell the total volume of Christmas cheer.

AIR FAX: Commercials were limited to mention of the participating merchants.

First Broadcast: November 31, 1941.

Sponsors: West End Merchants.

Station: WICA, Ashtabula, O.

Power: 1,000 watts.

Population: 23,301.

COMMENT: Radio's value as an institutional builder works as well with a group of merchants as with one merchant. Building up via radio of an entire shopping district benefits all the merchants in that district and expenses should be shared alike; competition for the little dress shop on the corner isn't the store across the street, it's the downtown stores.



sponsorship by the *Windber Business Men's Association*; namely, the Thanksgiving Day airing of the transcribed NBC short story, *The Rich Kid*, and the Christmas Day *Christmas Carol* offering.

AIR FAX: Musical selections appealing to all types of listeners were the day-to-day feature of these Monday through Saturday broadcasts.

First Broadcast: November 26, 1941.

Broadcast Schedule: Monday through Saturday, 12:15-12:30 A.M.; Christmas Day, 2:00-3:00 P.M.

Sponsor: Windber Business Men's Association.

Station: WJAC, Johnstown, Pa.

Power: 250 watts.

Population: 105,265.

Producer: NBC Radio-Recording Division.

Merchant's Association

CHRISTMAS CAROL When the *Windber Business Men's Association* wound up its series of 26 programs to promote *Windber's Greatest Christmas Sale*, participating merchants had something to sing about. So successful was this campaign that another blossomed forth with the spring violets, was heard over WJAC, Johnstown, Pa., on a six-per-week basis. *Under discussion:* a series of three-a-week on a long-term contract.

While 25 broadcasts in the Christmas promotion were quarter-hour airings made up of music, merchants really lighted the Christmas tree on Christmas Day, took to the airwaves with a full-hour broadcast of the NBC transcribed version of Dickens' *Christmas Carol*.

One minute opening and closing commercials on each of the quarter-hours plugged *Windber's Greatest Christmas Sale*. Variations on the same theme: announcement to the radio audience of Santa's arrival in Windber; commercials plugging Trading Stamps given by over 75 Windber merchants with each 25 cent purchase, etc.

Special promotion: a weekly newspaper-size circular prepared by the *Windber Business Men's Association*, delivered free to all homes in the Windber trading area, announced the broadcasts. Eight billboards with Santa Claus blown up to gigantic proportions ballyhooed Windber merchants' *Christmas Sales*, included time-and-station program information.

On two occasions, Windber businessmen-of-good-will aired programs on which the only commercials consisted of mention at the beginning and end of

COMMENT: That radio can sell a small town's business district (as well as a neighborhood district) is shown here. With transportation curtailed, more small towns should follow Windber's lead.

Participating

CHRISTMAS CAPERS Fourteen 12-pound turkeys graced 14 Peoria, Ill., tables because 14 participating sponsors plugged for extra Christmas business with twice-weekly airings of *Christmas Capers* over WMBD. Preceding a tuneless half-hour, a special key word was divulged at the beginning of each broadcast. To be in the running for tom-turkey listeners were required to count the number of times the key was mentioned in sponsors' commercials.



When sponsors took a gander at results, their decision was that tom-turkey was their meat. In seven broadcasts, the program pulled over 2,100 entries.

Considered by the judges in awarding the prizes was neatness and originality. Listeners met the challenge: regularly received were cakes with correct answers spelled out in the icings, embroidered pieces featuring the key

number, etc. Two gobblers were awarded on each broadcast.

AIR FAX: Some of the participating sponsors were on every program, others on alternate broadcasts.

First Broadcast: December 2, 1941.

Broadcast Schedule: Tuesday and Friday, 8:30-9:00 P.M.

Sponsor: Peoria Finance & Thrift Co.; Si Brown Furniture Store; Central Illinois Light Co.; R. A. Singer Jewelry Co.; Tyler Sprague; A. Espenscheid; Biehl Cleaning & Dyeing Co.; Dr. C. M. Burns (Optometrist); Jefferson Cleaners; Peoria Camera Shop; Rembrandt Studios; S. S. Kresge Co.; Peoria Blue Print & Photo Press Co.

Station: WMBD, Peoria, Ill.

Power: 5,000 watts.

Population: 121,050.

COMMENT: That what was sales meat for sponsors was sauce for listeners is indicated by 2,100 responses in seven broadcasts. For those with a limited advertising budget, contest programs produce maximum results with a minimum of expenditure. (For pic, see *Showman-scoops*, p. 343.)

Ready For The Air

Hollywood SHOWMANSHIP and SALESMANSHIP at Its Super Best! Prices as Low as \$3 Per Complete Recorded 15-Minute Show. 5-Minute Script Shows From \$1 Up. Timed—Tested—Proved.

Available are five profit-making programs of proved popularity designed for hard-hitting radio campaigns.

"THE SUNDAY PLAYERS"

Bible Dramas
52 30-Minute Transcriptions

"WADE LANE'S HOME FOLKS"

Music and Philosophy
52 ¼-Hour Transcriptions

"LEISURE HOUSE"

Domestic Drama
26 ¼-Hour Transcriptions

"CITY GIRL"

Dramatic Serial
5-Minute Script Show

"FOLKS NEXT DOOR"

All-American Domestic Drama
520 ¼ Script—Minimum: 26

GEORGE LOGAN PRICE

946 South Normandie Los Angeles, Cal.

Participating

CUES FOR CHRISTMAS Thumb-worn are newspaper shopping column gift suggestions. Likewise, as daily calendar reminders bring the shopping season one day shorter to its holiday close, dial twisters need go no farther than the nearest radio column for shopping hints.

In New York City, LEDERER OF PARIS, MOSSE, INC., NEWSREEL THEATRES, INC., CARL FISCHER, and the ALTMAN-KUHNE CORP. took on participating sponsorship of the WQXR twice-daily five-minute shopping column program, *Cues for Christmas*. Woven into the script was holiday promotion for participating sponsors.

AIR FAX: Christmas shopper for WQXR listeners was Alan Taulbee. Each sponsor got 150-word commercials featuring specific merchandise. Just before the sign-off, shopper Taulbee summarized gift offerings for the day, worked in each sponsor by name.

First Broadcast: December 1, 1941.

Broadcast Schedule: Monday through Saturday, 9:00-9:05 A.M., 12:00-12:05 (Noon).

Preceded By: News.

Followed By: Music.

Sponsor: Lederer of Paris; Mosse, Inc.; Newsreel Theatres, Inc.; Carl Fischer, and the Altman-Kuhne Corp.

Station: WQXR, New York City.

Power: 10,000 watts.

COMMENT: At other times of the year, programs built entirely upon items of merchandise may be the listener's *radio white elephant*, but this Yuletide service is a bringer of glad tidings to harassed shoppers.

Public Service

WLVA CHRISTMAS PARTY Charity began at home for residents of Lynchburg, Va., at 4:00 P.M., Sunday, December 21, when WLVA hit the airwaves with its seventh annual *Christmas Party*. It kept the limelight until WLVA's 10:30 P.M. sign-off. Local talent sang, told stories, presented dramatizations, performed instrumental music with one single purpose: to secure money for 1,500 baskets of food for Lynchburg's needy.

At the sign-off, collections totaled \$4,462.50 from Lynchburg's 45,000 pates. *Only pre-broadcast publicity:* 40 twenty-five word spot announcements scheduled at the rate of five per day for eight days preceding the airing.

Crews of high school boys and girls collected contributions upon receipt of phone call pledges, and all collections were completed within a few hours after broadcast's end. Lynchburg Collector of Revenue Charlie McLeod emceed the show, acknowledged via the airwaves contributor's name. Administrative expenses, et al were donated.

AIR FAX: First Broadcast: December, 1934.

Broadcast Schedule: Sunday, December 21, 4:00-10:30 P.M.

Station: WLVA, Lynchburg, Va.

Power: 250 watts.

Population: 45,000.



COMMENT: While single, sporadic efforts to raise funds for charity also get tremendous results, such appeals gain momentum when they become annual events. Thus, radio pays out regular dividends even on an irregular, seasonal schedule.

Public Utilities

CHRISTMAS GREETINGS Radio is a two-faced guy. It sells merchandise for its sponsors, and it can also be used to queer sales for out-of-the-market sponsors. With communication lines already taxed by wartime emergencies, **PACIFIC TELEPHONE & TELEGRAPH** used reverse advertising, took to the **KROW** airwaves to ask the public not to use long distance telephones for Christmas greetings.

Sponsor's one-week schedule of pre-Christmas announcements sang this tune: *"This is your telephone company calling. . . . We want you to know that we are meeting this emergency with everything we've got, but in these critical times when many circuits are jammed, delays are bound to occur. We are deeply grateful for your cooperation in not making other than the most urgent long distance calls in order that our lines may be available for telephone calls important to defense. May we ask you to lend us a hand over the Holiday Season by not sending greetings by long distance this year. Thank you!"*

AIR FAX: Broadcast Schedule: Announcements for one week prior to Christmas.

Sponsor: Pacific Telephone and Telegraph Co.

Station: **KROW**, Oakland-San Francisco, Cal.

Power: 5,000 watts.

COMMENT: With many families scattered to the far corners of the world, the impulse to communicate is particularly strong on Christmas Day. However, to sponsor appeals of this kind, the public lends a willing ear, gladly forfeits its own personal satisfactions to the more important necessity of wartime emergencies.

Transportation

COMMUTER'S CHRISTMAS PARTY Wrapped in holly and lost in antiquity are most of the traditions associated with

the Christmaseason, but through the ages, Yuletide has been the season for good fellows to get together. In Oakland, Cal., **KROW** annually attends the *Commuter's Christmas Party* in the San Francisco Terminal Building on the day before Christmas.

Festivities perpetuate old Yule parties conducted by East Bay commuters to San Francisco on former **KEY SYSTEM** ferry boats for a span of 25 years, and on **SOUTHERN PACIFIC** ferry boats for the past 46 years.

Recorded at the party is a 30-minute transcription for Christmas morn **KROW** release. Waxed are speeches by Alfred J. Lundberg, president of **KEY SYSTEM**; S. L. Dolan, manager of the **INTERURBAN ELECTRIC RAILWAY CO.**, **SOUTHERN PACIFIC CO.** subsidiary, and R. H. Glissman, who is general chairman of the party, has been Santa Claus for the past 18 years. Also put on platters: commuter interviews.

AIR FAX: First Broadcast: December 25, 1939.

Broadcast Schedule: Half-hour, Christmas morning.

Sponsor: Key System; Interurban Electric Railway Co.

Station: **KROW**, Oakland-San Francisco, Cal.

Power: 5,000 watts.

COMMENT: Advertisers who invite the public to a party on the house reach an even larger audience when stay-at-homes are allowed to share in the gayety over the airwaves. (For pic, see *Showman-scoops*, p. 342.)

TWO NEW Transcribed Shows THAT "CLICK"



52 1/4-hour Programs
Music and Philosophy
21.9 Rating for One Sponsor!



156 5-minute Sports Programs. Stevens is rated the BEST sports commentator in the United States. Sponsored over a 74-Station network by Phillies Cigars, building a record-breaking audience.

Write or Wire for Complete Details

KASPER-GORDON Incorporated
142 Boylston Street
BOSTON, MASS.

Participating

LET'S TALK SHOP A merchandising contest to stimulate Christmas shopping for its retail sponsors was Christmasseasoning for WQXR, New York City. Offered to listeners were merchandise prizes totaling fifty dollars per week for each of the three weeks between November 24 and December 12. Holly-days awards were bankrolled by CHARLES OF THE RITZ, HAMMACHER SCHLEMMER, W. & J. SLOANE, and BONWIT TELLER.

CHARLES OF THE RITZ, with five beauty salons in New York City, ten throughout the country, offered a first prize equivalent to twenty-five dollars in merchandise or services, a second prize of ten dollars. Third, fourth and fifth prizes were worth five dollars each. Pay-offs were for the best letters on "My idea of a beautiful woman."

Letter-writing contest feature for the week of December 1: "My idea of a well equipped household." Santa Claus to radio listener prize winners was home-furnisher HAMMACHER SCHLEMMER. In the twelfth week of broadcasting BONWIT TELLER offered with its compliments MATCHABELLI's miniature vial of *Abano Bath Oil*. Requests for same: 500!

AIR FAX: Main broadcasting personality: Ross Williams, *Vogue's Shophound* for a number of years. Broadcasts told about merchandise seen in sponsors' stores.

First Broadcast: September 29, 1941.

Broadcast Schedule: Monday through Friday, 9:45-10:00 A.M.

Preceded By: Music.

Followed By: Commentator.

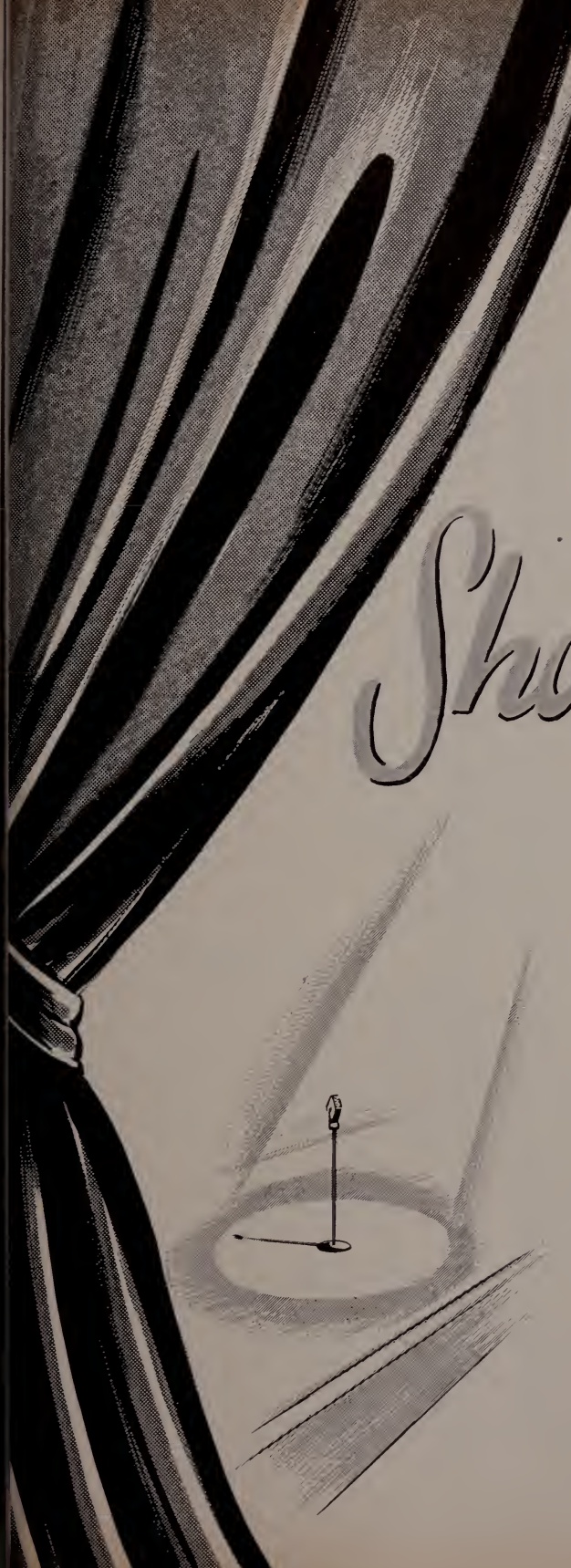
Sponsor: Charles of the Ritz; Hammacher Schlemmer; W. & J. Sloane; Bonwit Teller.

Station: WQXR, New York City.

Power: 10,000 watts.

COMMENT: Programs which feature specific gift suggestions useful to the frenzied Christmas shopper are almost certain to get the listener's ear. While such information is a seasonal feature of most newspapers, radio has not yet fully exploited this Christmas service. Especially necessary on a program of this type is a *personality* announcer with an established reputation.

SECTION II



RADIO *Showbook*

Compiled by

**MARIE FORD, Editor of
RADIO SHOWMANSHIP
MAGAZINE**

**TRANSCRIBED, SCRIPT,
and LIVE TALENT SHOW**

DIRECTORY

**for Buyers of Local, Regional
and National Radio Time**

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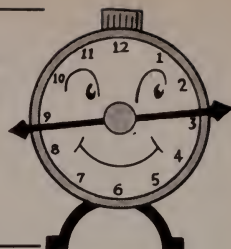
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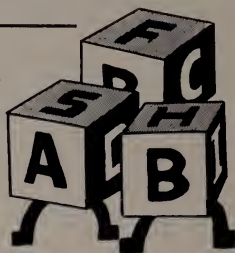
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Mutual's newest woman commentator.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 5:00-5:15 P.M.; Tuesday Only, 5:05-5:15 P.M. (EWT)
Appeal: Feminine
Class: News Commentary

PHILLIP KEYNE-GORDON News commentary.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 6:01-6:15 P.M. (EWT)
Appeal: General
Class: News

MISS MEADE'S CHILDREN The experiences of a spinster who gives a home to her sister's children.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 2:15-2:30 P.M. (EWT)
Appeal: Feminine
Class: Dramatic Serial

Q.E.D. Mutual's newest daytime commentator.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 1:00-1:15 P.M. (EWT)
Appeal: General
Class: News Commentary

THE SHADOW Mystery-adventure stories.

Type: Live Network
Time Unit: 30 Minutes
Schedule: Sunday, 5:30-6:00 P.M. (EWT)
Appeal: General
Class: Mystery Thriller

KARL ZOMAR'S SCRAPBOOK Homely verse and philosophy.

Type: Live Network
Time Unit: 15 Minutes
Schedule: Monday Through Friday, 1:45-2:00 P.M. (EWT)
Appeal: General
Class: Inspirational

RADIO TRANSCRIPTION CO. OF AMERICA

MYSTERY CLUB Format: a meeting of an imaginary Adventurers' Club. Prospective members dramatize every conceivable type of mystery and adventure.

Type: E.T.
Episodes: 52
Time Unit: 30 Minutes
Appeal: General
Class: Detective Mystery

THOMAS J. VALENTINO, INC.
1600 Broadway, New York City

HOT FROM HOLLYWOOD Gossip of motion picture studios and preview scenes from latest Hollywood productions.

Type: E.T.
Episodes: 13
Time Unit: 5 Minutes
Appeal: Feminine
Class: Specialized News

FREDERIC W. ZIV RADIO PRODUCTIONS

EYE-WITNESS NEWS Presented are verbatim, eye-witness dramatizations of sensational battles of World War II, based on exclusive reports of Associated Press correspondents.

Type: E.T.
Episodes: 13 Available; 52 Scheduled
Time Unit: 15 Minutes
Appeal: General
Class: News; Patriotic

ADDITIONAL LISTINGS

C. P. MAC GREGOR ELECTRICAL
TRANSCRIPTIONS

HOLLYWOOD RADIO THEATRE A series of plays ranging from heavy drama to high comedy.
Type: E.T.
Episodes: 52
Time Unit: 30 Minutes
Appeal: General
Class: Dramatic Feature

MUTUAL BROADCASTING SYSTEM

SHEELAH CARTER Sister of Boake Carter is

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HOWMANSHIP, Oliver Elliott, Employee Relations Director of the Cessna Aircraft Co., presents the amazing story of how that company presents its industrial workers in a fast moving *Strictly Personnel* radio show heard over KFH.



NATIONAL BROADCASTING COMPANY, INC.
GENERAL LITTON
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

S *howmanship*

NOVEMBER 1942

25c
30c IN CANADA



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Radio Goes To
WAR



36 TESTED PROGRAMS FOR BUSINESSMEN

MORE THAN A MAGAZINE . . . A SERVICE



YOUR BUSINESS AT A GLANCE

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Special Promotion	388	Johnny on the Spot	398
Short radio promotions that run but a day, a week, or a month, yet leave an impression that lasts the year around.		If you use spot announcements, you'll be interested in the news, re- views and tips in this department.	

MERRY CHRISTMAS



A little early for Xmas Greetings but
now is the time to arrange to Broadcast

THE BEST CHRISTMAS SHOW YOU'VE EVER HEARD!

SO EXCEPTIONAL • SO AMUSING • SO INTERESTING
to adults as well as kiddies that one sponsor in each
city will grab it—60 15-minute programs available,
furnished with or without "Xmas" tie-in—the title—

STREAMLINED FAIRY TALES

Produced like the ever-popular Cartoon Movies with impersonations—dramatizations—
sound effects—etc. Modern versions of well-known fairy tales. An outstanding program.
Hear it and be convinced. Brochure on request.

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

RADIO GOES TO WAR

WHEN war came to these United States, the Casper Milque-toasts predicted dire things for radio. "By fall, there won't be any commercial radio," cried those of Faint Heart.

Fall has come, but advertisers have not fallen by the way-side with the autumnal leaves. True, adjustments have been made, but by and large, advertisers feel that they have a job to do, a big job in which radio plays an important part. That job is to help win the war, and when the smoke of battle rolls away, World War II may well go down in history as *The War That Business Helped to Win*.

With commercial radio taking a vital part providing our armed services with manpower, our ships, tanks, planes and guns with scrap metal and scrap rubber, the government has given the American system of radio financed by business the green light.

Another of radio's big jobs is to stimulate savings which will be money in pocket when the war is over. Income in the United States is the highest in its history; 120 billion for 1942. Purses are full. Goods are scarce and getting scarcer every day. In spite of price ceilings, inflation will burst through unless at least 12 billion dollars is taken from the national income and invested in War Bonds.

The country over, advertisers are using radio to spur the people on the home front to buy War Bonds and Stamps, and while these efforts directly effect the success of the war effort, they go further than that. The completion of the plan will help everyone after the war. It will help insure jobs for workers in making peacetime goods again. It will provide millions of customers with money to buy these goods.

Certainly it is none too soon to begin thinking of the customers of tomorrow. The advertiser, by doing his share in winning the war, is also making sure that his business wins the place it deserves in peacetime.

The Editors

RADIO advertising, on both a quantity and a quality basis, will help solve the most critical problem the INDEPENDENT COAL & COKE Co., Salt Lake City, Utah, has faced in its more than 35 years of operation. That problem is to completely revolutionize the coal-buying habits that have existed ever since sale of coal began. Coal has been purchased, largely, as it has been consumed. Rail transportation has been adequate, and retail dealers have been able to meet their customers' needs.

This year, however, the tremendous demands of mechanized war for mass transportation have thrust a tremendous burden on railroads. Early this spring we, with other coal producers, were told that the bulk of coal should be sold before late fall. Otherwise, rail facilities would be uncertain and some users of coal might face discomfort.

With the help of government agencies, moving of storage coal began early in May. By August first, the job was well on its way. But there remained the further problem of moving final storage coal orders during that month, and then settling down to an educational program during the winter to advise consumers as to how they should order fuel, and how they might conserve it.

K^{ee}p Hon

Radio Helps Solve a Publ

Paul F. Keyser, President o

With our market spread over seven western states, our problem is a difficult one. Most of our volume is in the States of Utah and Idaho. So after a careful study of various media, we selected radio to carry the major brunt of this educational campaign.

A background of three years experience on radio stations had proved the value of well-planned news broadcasts. So we purchased fifteen-minute newscasts, five weekly, on KDYL in Salt Lake City; KIDO in Boise, Idaho; KLO in Ogden, and KOVO in Provo. Then, to complete our coverage, we selected KSEI in Pocatello, Idaho, and KTFI in Twin Falls, Idaho, for a six-weekly, ten-minute newscast.



ires Burning

as Problem for Coal Writes
dent Coal & Coke Company

We knew, therefore, we had radio coverage of our major market area. News, however, is a common radio commodity. We had to find a new reason for news; a new dividing period of time, so that our newscasts would have definition in the news schedules of the stations we selected. As a result, ABERDEEN COAL news broadcasts now appear over all stations as *"the first complete evening edition of the news."*

The slogan was good, but production, we felt, must substantiate our claim. As a result, specially written newscasts on every station place a definite conclusion on events of the news day. Our opening statement on KDYL nightly sets the pattern:

"It's 5:15 in Salt Lake City, 2:15 in the Mediterranean, 10:15 tomorrow morning in the Pacific War Front. With the war day ended, dealers for Aberdeen Coal present Ed Letson and the first complete evening edition of the news."

Brief commercial copy is used. Instead of telling a competitive story of our coal compared to others, we attempt to tell the general story of coal. Thus, in our August copy a typical commercial read as follows:

"I have a word of reassurance for users of coal. Coal has proved itself to be the one dependable fuel throughout our nation in the war emergency. It has not been rationed in any area. You must, however, co-operate with coal producers and dealers by ordering storage coal now. Please do so, with the understanding that deliveries will be spread over the next several weeks. We feel sure that reliable coal dealers will get your coal to you in ample time for the burning season. In Salt Lake City, dealers for Utah's famous Aberdeen Coal, the fuel that's 'Best in the West,' are delivering coal in an orderly and systematic manner. You can secure Aber-





● President of the INDEPENDENT COAL & COKE CO., Paul F. Keyser discusses promotion plans with KDYL and agency officials. (Left to right) account executive of the R. T. Harris agency, Thomas A. Axelson; KDYL Commercial Manager W. E. Wagstaff; Mr. Keyser, and newscaster Ed Letson.

deen by calling one of these reliable dealers: (Dealers list)."

Supported by newspaper and bus card advertising, the radio campaign did the job of completing early coal storage orders.

We are now entering the second phase of our campaign; a campaign to assist coal users to use their fuel intelligently, to keep heating equipment in first-class operating condition, and to make their homes weather tight to conserve fuel and increase comfort.

Our entire purpose in this six months' radio campaign is to give every user of coal accurate information on every phase of his heating problem. If we succeed in the areas we serve, much of the pressure will be removed from all coal dealers; home-makers will feel at ease so far as their heating problem is concerned, and we will have developed good will for our product and its dealers which should react favorable for future business.

F_{or} Macaro

First-Aid for Crescent M
Radio Slanted at Grocers V

WAY back in the days of the first Crystal Sets, when ears were glued to the head 'phones to hear the chimes a-ringing over WOC, Davenport, Ia., H. J. Schmidt, vice president and sales manager of the CRESCENT MACARONI & CRACKER Co., Davenport, Ia., saw the possibilities of building good will and more sales among consumers and dealers for CRESCENT's crackers, cookies and macaroni products through the medium of Senor Marconi's grown-up toy, the radio. Since those pioneer days of 1925, CRESCENT has never been off the air! We believe it's a world record for continuous radio advertising; from that first CRESCENT broadcast on June 5, 1925, until the present is a record run of 17 years. And we're still going strong!

A book could be written about those first years on the air; how the *Crescent Hour of Music* was built around CRESCENT's own 14-piece orchestra, with the emcee and solo talent named after different CRESCENT products. Only the finest in music was offered; a treat to music lovers and laymen alike. (That was before "bands" blew hot music through your loud speaker, rattling the dishes on the pantry shelf.) Players were costumed in CRESCENT emblazoned uniforms, and traveled through CRESCENT territory in a special CRESCENT bus, giving community concerts or playing sweet music for dances.

Fan mail poured in in those early days. Occasionally, there would be a special offer for box tops or labels to produce a veritable avalanche of replies. "Them was the days!" Then came 1929 and the depression. Remember?

Programs disappeared from the air-

t's Marconi

Cracker Co. Salesmen is

Manager Ben Mulhauser

ways. Schedules were curtailed. But like Ol' Man River, CRESCENT kept keepin' on. Didn't even hesitate. The *Crescent Hour of Music* gave way to the early era of spot announcements, lots of them at all hours of the day and night. Then, about two years ago, CRESCENT's *Guest of Honor* program was born, a program with a definite merchandising plan behind it.

CRESCENT's objective was *not* consumer good will, although it took that in its stride. After over 65 years of making top quality foods plus 15 years of continuously telling the world about them, we had reason to believe that we had consumer good will galore and we were careful to do our best to keep it and to make it grow.

What keeps our cookie and cracker bake ovens and our macaroni presses

running full tilt are the orders our salesmen write up every day in the many hundreds of grocery stores throughout the middle west. In a word, it was the good will of our direct customers, the *grocers* we were after; good will plus more and bigger orders.

So we put these grocers on the air as our radio guests, one every week day at 12:00 o'clock noon over WOC, Davenport, Ia., and one every Tuesday, Thursday and Saturday at 8:45 A.M. over KSO, Des Moines, Ia. Our grocer guests are invited by our salesmen, who select them for their loyalty to CRESCENT and CRESCENT advertised products.

Each grocer, through a quarter-hour transcribed interview, has his chance to crow about what a swell store he has, and why it is the place to buy groceries. To help hold and build our listening audience, and to make our guest grocer's cash register ring, we give away 10 free movie passes; two each to the first five listeners who buy advertised CRESCENT foods from the guest grocer after the broadcast. Those five lucky listeners are called guests, too; *Guest Consumers*.

There you have the tie-up of consumer, dealer and "House." All three must be brought into the picture in our type of merchandising. And we do just that in *Guest of Honor*.

● "The great profile" in the clean white shirt, his schnozzle intensified by the necktie of WOC's commercial manager, L. O. Fitzgibbons, is Ben Mulhauser. Wielding the pen is radio enthusiast H. J. Schmidt, vice president of CRESCENT MACARONI AND CRACKER CO. Also present when CRESCENT signed its contract for its sixteenth consecutive year on the air was WOC representative Slocum Chapin.

Scared stiff by a request for a personal picture and biographical sketch was ad-man Mulhauser. Mum was the word on hobbies, enthusiasms, family life and what have you. Question posed by CRESCENT'S advertising manager: "Aren't such things apt to give a modest fellow the jitters?"





Aircra:

Green Pasture for Em
Aircraft Co.'s Empl

FOR large industrial firms, personnel problems are almost as important as priorities, and closely related to the problems of personnel are the problems of public relations generally. In a smoothly functioning plant, both employees and the community must be 100 per cent behind the factory if maximum efficiency is to be maintained. War accentuates these problems, and while the idea of using industrial employees to present a radio show is not a new one, the CESSNA AIRCRAFT CO., Wichita, Ka., feels that through radio it has opened



...akes A Flier

tions is Radio Says Cessna
ons Director Oliver Elliott

up a new field of endeavor in employee relations which is almost unlimited in scope.

Of course, this new medium brings with it new problems, but even our first attempts proved on an experimental basis what could be done in employee relations work by radio. That's the reason that after a year on the air our program is still being broadcast.

The lessons which CESSNA AIRCRAFT learned in its first series of 13 weekly broadcasts are ones which might well be passed on to other industrial concerns

who are contemplating the use of radio for purposes similar to ours.

The major portion of that first series of radio programs was musical. Featured on *Strictly Personnel* was the CESSNA orchestra and the CESSNA mixed chorus. With that combination we felt that we could keep the show of interest to both CESSNA employees and the general radio public. The format was sound, but in practice we found that we had a lesson to learn. We started out with too little script, too many entertainers, and too few rehearsals. When the first series ended, we put into practice all that we had learned, and started out on a new series over KFH.

Our new programs contain more script. More time is spent on rehearsals. We use a smaller set group of employees for the backbone of the series, and present individual entertainers as specialties. In our new KFH set-up we rely upon the radio station to furnish a capable production man, audition and rehearsal facilities, and a really experienced master of ceremonies to put our



● *Above . . .* World's champion high diver, and now a CESSNA employee, Buddy Seigel, offers to teach swimming and diving to CESSNA employees. An applicant for ground training appeared before the KFH microphone fully suited for the first lesson.

● *Center . . .* Willing to *Bulge for Victory* is Betty Giles of the CESSNA sheet metal department. While the ceremony of giving up her girdle for the war effort was completed before a packed KFH studio audience, it was *Strictly Personnel*.

● *Below . . .* Feature of the Father's Day program heard over KFH for CESSNA AIRCRAFT CO. was a diaper derby. Winner of the contest was the father of eight children. Experience did it.

● *Right . . .* Docile as a cow was Jezebel, who rhumbaed to the strains of the *Glow Worm*, was encouraged to give a little milk. KFH studio audience voted it a Grade A performance.

program on top. Changing the broadcast time from 8:30 P.M. to 9:30 P.M. helped us get more singers, since the time did not conflict with church singing.

While originally the problem of furnishing talent, working up scripts and handling the publicity on the show was entirely our responsibility, KFH production staff man Johnnie Speer now creates the original draft of the present series. Program director Vernon Reed has the job of auditioning and rehearsing all talent. Veteran radio announcer Eddy McKean emcees the show, and is the only person appearing on the CESSNA program who is not a CESSNA employee. We had learned another lesson. An experienced radio man is invaluable in holding a show together when mike-scared painters, riveters, engineers and office workers face the microphone.

Generally speaking, the location of talent within our personnel is accomplished in one of two ways. The most successful talent puller is the call for talent published through *Cessquire*, the company's semi-monthly publication.

Hometown boy who made good is Cessna Aircraft's youthful Director of Employee Relations Oliver Elliott. As an exemplification of the Cessna "native son" policy, personnel expert Elliott was born in Wichita, Ka., graduated in 1941 from Wichita University, earned his spurs in the advertising department of a large Wichita department store.

Sixteen months ago, bred-in-the-bone Kansan Elliott got his first assignment from Cessna as editor of the house organ, Cessquire. Feather in his cap: circulation has already tripled, is still on the up. He is also co-editor of The Aircrafter, Cessna's yearbook.

Company representative in the Cessna Employees Club, he supervises all athletic activities, is in charge of downtown club rooms and the two Cessna orchestras. Supervision of the radio program, Strictly Personnel, is also all in the day's work.

Another successful method is to have employees in different departments scout out new faces for *Strictly Personnel*.

Novelties throughout the program keep it interesting to every type of listener. F. E. (*Tiny*) Blair, six-foot-six-inch CESSNA guard, appeared on the program to tell of his gun collection, and then actually demonstrated his marksmanship with a target placed on the studio stage. On another occasion, four girls from the personnel department worked up two clever musical numbers played on typewriters.

One feature which brought down the house was Jezebel, the first live cow to appear on a radio program. Oblivious to the shrieks of delight from a large studio audience, Jezebel rhumbaed to the strains of the *Glow Worm*, was encouraged to give a little milk while the *Glow Worm* dimmed. Her owner is lead man in CESSNA's welding department.

Much interest in the factory has been created by the weekly presentation of an orchid to some member of the CESSNA personnel for outstanding work in behalf of the CESSNA employees. This allows a different employee with his wife to appear each week before the microphone and be publicly congratulated for his services, and the winner of this award may come from any department of the factory.

Each week a dramatic skit presented in a humorous way portrays the careless trouble makers that are always found in every large personnel. Thus, for the first time via the air waves, CESSNA attempts to educate its employees in safety, health and management. These skits accomplish a threefold purpose; they provide comic entertainment and personnel education, and at the same time, they give employees with no musical talents a chance to appear on the air.

Programs have been planned to offer a snappy variety of musical numbers with plenty of fast-running script of interest to employees and the general public. That our employees like it, the CESSNA Co. likes it, and our huge local radio audiences like it is proof to us that *Strictly Personnel* is a help in both personnel and public relations.

Business Boards Bond Wagon

How Six Business Bond-Bardiers Help Maintain Radio Audiences
Vitaly Important to Successful Wartime Effort is Told Here

USE of advertising, along with every other conceivable promotion method, to plug the sales of War Stamps and Bonds is an old story to anyone who reads, or listens to the radio. With many war-occupied citizens too busy to read, radio now plays a major role in selling the country the idea that "this is war," in gearing civilian life to a war economy, and in keeping the world informed of the nation's war aims and efforts.

Advertising is making important contributions toward winning the war, and every advertiser, large and small, is behind this great cause with a singleness of purpose. Advertisers are showing their faith in advertising. They will keep at it as long as there is a job for advertising to do. Right now that job is to help win the war.

How sponsored radio programs used by local firms to help put over the War Bond and Stamp Drive have created splendid institutional good will is told here.

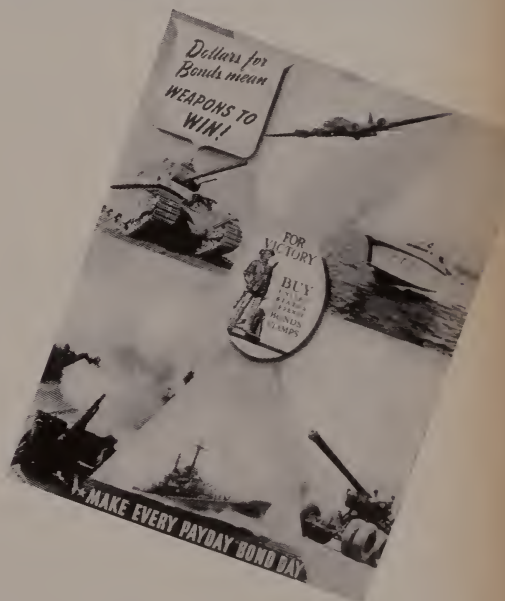
MERCHANTS' ASSOCIATIONS

Parkersburg, W. Va.

In conjunction with the Presidential Proclamation of *Merchants for Victory*, Parkersburg, W. Va., went all out in staging the largest parade ever held in the city. When the giant procession began to move at 11:00 A.M. every unit of the Civilian Defense Organization was represented. Through the business section, streets were lined on both sides with men, women and children.

At the 12:00 (noon) alert, radios set up in every retail establishment in the city tuned in on WPAR. Listeners heard

a description of the clearing of the streets. Two minutes and thirty seconds after the air raid warning whistles set up



their wail, streets were empty. Everyone had entered the nearest store where for the next fifteen minutes War Bonds and Stamps were the only items of merchandise for sale! At that moment, WPAR listeners heard this announcement:

"Attention, please! Everyone listening is asked to join in the singing of the Star Spangled Banner. You people in the stores, you people everywhere, join in and sing our glorious National Anthem."

Sold during the quarter-hour interval: over \$100,000 in War Bonds and Stamps!



● E. W. Kelly, sponsor of KDYL's *Victory Legion* personally congratulates Mayor Ab Jenkins and Commissioner Fred Tedesco on their two-week bond selling contest featured on the radio series. Left to right in this picture taken as the show was in progress: Chief Announcer Tom Cafferty, Program Director Emerson Smith, Tabulator Deane Lawrence, Commissioner Tedesco, Mayor Jenkins, and sponsor Kelly, of the MULLETT-KELLY CO.

MANUFACTURERS

New Haven, Conn.

With its thousands of employees, the huge WINCHESTER REPEATING ARMS CO. plant in New Haven, Conn., is a sizeable city in itself. And as in every city, entertainment talent of every description was "rarin' to go." Question raised by public relations counsel D. E. Whitlam: "What better way to find expression for all this talent than radio?"

Purpose of the quiz program featuring all WINCHESTER talent, written, produced and directed by WINCHESTER workers over WELI: to promote a spirit of good will between WINCHESTER employees and the public; to give listeners a brief glimpse into the part WINCHESTER is playing in the war, and to increase the sale of United States War Bonds through dramatic one-minute plugs spread throughout the half-hour weekly airings.

So successful was this series that WINCHESTER signed up for a new WELI series. New show will be broadcast from the *Winchester Victory Playhouse*, an especially built theatre located within the plant. Featured: a new orchestra composed of WINCHESTER employees and entertainers.

DEPARTMENT STORES

Salt Lake City, Utah

As the war fever mounts, the mercury in the MULLETT-KELLY Co.'s Gargantuan thermometer rises to show the composite total of War Bonds and Stamps sales from week to week in Salt Lake City, U. Thermometer indicates the number of Bond and Stamp pledges received during weekly broadcasts of KDYL's *Victory Legion*.

During quarter-hour airings, listeners are urged to purchase Bonds and Stamps, encouraged to telephone *The Victory Legion*. Shot-in-the-arm to bigger and better pledges: the \$25 War Bond awarded by MULLETT-KELLY to one person pledging during each broadcast. A name is picked at random, and that person telephoned while the show is still on the air. Winner has only to take hook from telephone receiver, answer correctly a simple true-or-false question.

Utah big-wigs make guest-appearances on the show. *No. 1 dignitary*: Governor Herbert B. Maw. Currently running to promote interest in the show and increase War Bond sales for Uncle Sam is a contest between Salt Lake's Mayor and City Commissioner. *Object*: to see who can run up the largest number of

pledges, and both city fathers appear on the show to make special appeals. Newspaper carriers act as messengers to pick up pledges and to sell stamps to listeners telephoning in.

FINANCE

Paterson, N. J.

To publicize the facilities of the bank and to promote the sale of War Bonds, the PATERSON SAVINGS INSTITUTION took to the WPAT airwaves with a quarter-hour of *Paterson Savings Time*. Prelude to music and dramatic narrative: show's theme song, *Any Bonds Today?* Narrative consists of a four-minute dramatization of events famous in the history of the Paterson area. Popular concert music rounds out the broadcasts heard Tuesday through Sunday at 6:00 P.M.

PARTICIPATING

Clarksville, Tenn.

On the *Bond Brigade* are 17 sponsors in a twice-a-week WJZM night spot. Each sponsor pays for two 45-minute shows, gets mention on all others in the 17-week stretch. On the two the individual sponsor bankrolls, commercial copy is 95 per cent his. Broadcast opens with patriotic fanfare, followed by bond copy and sponsor listings. Feature of the show:

talks and round-table discussions on stamps and bonds, with the entire speakers' panel taken from the personnel of the sponsor-for-the-night. Frequent appeals for bond subscribers, with all pledge names mentioned on the air, net Uncle Sam a tidy nest-egg.

PUBLIC SERVICE

Lima, Ohio

A policy that not only gives increased publicity to the sale of War Savings Securities, but also raises money to carry on the work of the Allen County War Savings Committee is being executed at WLOK.

At the conclusion of each commercially sponsored program advertising the sale of War Savings Bonds and Stamps, a station representative presents a check in full for the cost of the broadcast to the Allen County Committee. Donated is all station-time, talent and incidental expense. Only commercial mention allowed to sponsors: identification by name at the station-break. Sponsors pay cash in advance.

Plan was adopted to counteract an attempt on the part of the local newspaper to sell subscription pages to fifteen advertisers. Net revenue to the newspaper if sold: \$7,800!

● On a Dodgers-Giant twilight game broadcast over WHN, New York City, Red Barber announced he would air names of listeners who purchased War Bonds. Wired orders from the metropolitan area and 18 states were handled by J. Van Straten, WHN comptroller (left), and Frank Roehrenbeck, general manager. Checked in: a grand total of \$100,000 orders.





WE read and hear many a story about how to succeed in radio. We pore over columns of case-histories of resultful radio shows. But for some reason we rarely read or hear about the flops.

True, it is just human nature for even the best of us to boast about our triumphs, and, alas, to bury our mistakes just as swiftly, secretly and deeply as circumstances allow. However, if confession is the tonic for the soul that the wise men claim it to be, then frank post-mortem examination of the lifeless body may indeed prove to be highly instructive. We may profit as much by learning what *not* to do as by what to do.

When Emil Brisacher, president of Brisacher, Davis & Staff, San Francisco, Cal., shown above, hung out his shingle as "Advertising Agent" in 1919, one of the brass hats of the trade predicted early and ignominious failure for him. Said the brass hat: "You haven't the front nor the sales ability." That adman Brisacher was the exception which proved the rule is a matter of record. Modest almost to the point of shyness, innovator Brisacher is a man of few words, but, brother, he makes every word count!

Catholic in tastes and interests is mid-fortieish Brisacher. A lover of the theatre, Brisacher has been known to attend 14 first-run plays in a two-week stay in New York City. He golfs in the low eighties; reads voluminously, almost anything and everything, is reputed by legend to have read the entire batch of 33,000 books dealing with Napoleon. Air-minded, he is a member in good standing of the Over 100,000 Miles in the Air Club.

How To

Museum of Radio Monsters

Writes Emil Brisacher, Pre

From our personal museum of radio monsters, and from the magnificent private collections that we have been privileged to peek at, we have evolved a simple, foolproof set of rules for flopping in radio. Here they are:

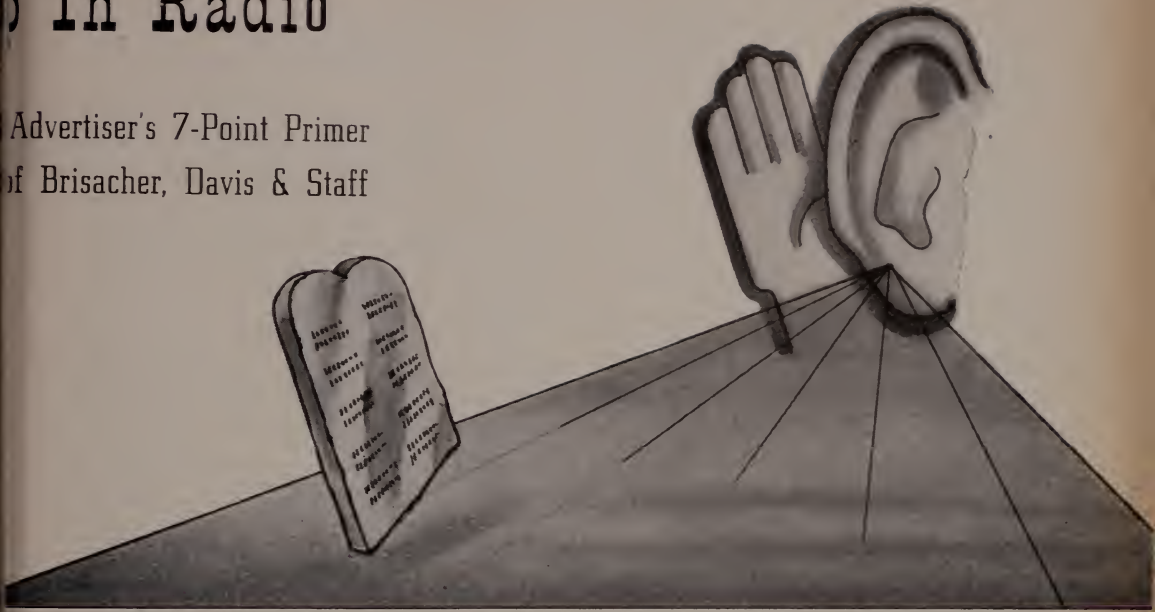
RUSH ONTO THE AIR! It's ridiculous to waste money by testing and experimenting with your program-idea before you begin to broadcast. What? You say that we should undertake one, two or three "dress rehearsals" before we even think of going on the air. Why, man, *that* would cost money, and besides, too much revision might ruin the fine, fevered quality of that first inspiration!

LET OTHERS DO THE PIONEERING! Don't gamble with your money by trying out new ideas, themes and techniques. Copy what the other fellow is doing, especially what your competitor is doing. Give 'em more of the same, only "different," of course!

DO IT CHEAPLY! What? Pay the prices asked by those Hollywood writers, the robbers! Say, we've got a kid here in the office who is clever like a fox, and we can get him to write the show for coffee-and-doughnuts! Talent? Well, now, the script is so good that we don't need high-priced big-name talent. We'll pick up some smart youngsters at good old station prices! Music? A full orchestra! Man, you're trying to pack us off to the poorhouse. We'll use the studio organ! Hmmm, and a special announcer to deliver the commercials? You must be crazy!

In Radio

Advertiser's 7-Point Primer
of Brisacher, Davis & Staff



MAKE 'EM WAIT FOR THE MAIN SHOW! That's right, brother. After all, you're giving the audience all this entertainment free, so make 'em listen to a good, long introduction and a big, fat commercial right at the beginning. Don't arouse their interest. Don't lead them on so that you can spot your sales-message at the most receptive time.

KEEP CHANGING THE SHOW! Kick the program-theme and pattern around. Each broadcast, rearrange all the show-elements so completely that they'll never remember that they've listened to the program before.

WHAT'S IN A PROGRAM NAME? Pooh, pooh, the show's the thing. Almost any title will do. Let's choose a nice, long name that can't possibly fit into the 6-point type of the newspapers' radio logs. Above all, let's not worry about getting a title that epitomizes the nature and character of the program. Let's just pick a vague, high-sounding title that'll make 'em tune in to find out what's going on.

FORGET ABOUT MERCHANDISING ANGLES! What do you mean, build merchandising angles into the program! Say, the show can stand on its own feet! We don't need anything more than our straight commercials to get the listener to buy. We don't need any devices to arouse trade interest and enthusiasm. And our own organization? Say, our boys don't need any pep-talks or any special material to work with. We'll just tell 'em quietly that we're on the air and they'll go out and burn up the world for us!

These are just a few of the many rules for producing a radio-flop. And now, having set down this capsule course of study, I am willing to admit that exceptions may happen. Even before the print on these pages is dry, some entrepreneur may sedulously obey one or all of the above rules and come out with a wallop- ing radio-success. For in the final analysis, audience reaction is unpredictable. That's what makes program forethought and preparation important. And that's also what makes radio so fascinating!



YOURS FOR THE ASKING

Address: Radio Showmanship, Showmanship Bldg., 11th at Glenwood, Minneapolis, Minn. Please enclose 10 cents in stamps for each script to cover the cost of mailing and handling.

SAMPLE SCRIPTS AVAILABLE

Automobiles—Mr. Yes and No. (Sept., '40, p. 32).
Automobiles (Used)—Heartbeats in Sport Headlines (Apr., '42, p. 140).
Auto Supplies—Jack, the Tire Expert (May, '41, p. 135).
Bakeries—Musical Arithmetic (Feb., '41, p. 72).
Bakeries—Southern Plantation (Sept., '41, p. 289).
Beverages—Pigskin Prevue (Ju., '41, p. 222).
Building Materials—Homers at Home (Feb., '41, p. 58).
Chambers of Commerce—Clifton on the Air (Jan., '42, p. 19).
Chiropractic—The Good Health Program (Mar.-Apr., '41, pp. 110, 112).
Civic Agencies—Americans All (Nov., '42, p. 395).
Dairy Products—Junior Town (Dec., '41, p. 136).
Dairy Products—Kiddie Quiz (Ju., '41, p. 214).
Dairy Products—Young American's Club (Nov., '40, p. 110).
Dairy Products—Wealth on Wheels (Nov., '41, p. 361).
Dairy Products—Book Exchange (Mar., '42, p. 96).
Department Stores—Hardytime (Sept., '40, p. 35).
Department Stores—The Pollard Program (Aug., '41, p. 238).
Department Stores—Woman's Hour (June, '41, p. 178).
Department Stores—Down Santa Claus Lane (Oct., '41, p. 326).
Department Stores—Billie the Brownie (Oct., '41, p. 318).
Department Stores—The Waker-Uppers (Dec., '41, p. 379).
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AIRING THE NEW

New radio programs worth reading about. No result figures as yet.

Florists

FLOWERS TO SAVANNAH'S OWN In Savannah, Ga., there will be no unsung heroes, thanks to PAUL'S FLOWER SHOP. Each week three native sons or daughters now in the armed forces are saluted over WSAV. Home folks cheer while soldiers, sailors, marines or nurses receive just homage for services rendered to Uncle Sam.

Brief biographical sketches and appropriate martial music fill in the quarter-hour of tribute to those in uniform. Evidence that it is the listener's own program: names of those honored are selected from letters written in to the station.

To mothers or wives standing by, PAUL's sends a Victory corsage to be worn to church on Sunday. In sponsor's window are framed pictures of those saluted in previous broadcasts.

AIR FAX: Commercial copy consists of opening credit lines, and the announcement that Paul's is sending corsages to nearest-of-kin of those honored on each broadcast.

Broadcast Schedule: Friday, 7:30-7:45 P.M.

Preceded By: News.

Followed By: News.

Sponsor: Paul's Flower Shop.

Station: WSAV, Savannah, Ga.

Power: 250 watts.

Population: 87,714.

COMMENT: Broadcasts with a *Chins Up America* theme are almost certain to find a large listener group. Here is such a program with a strong local angle that could be adapted to any community by almost any type of business.

Furriers

KEEPING UP WITH THE WORLD So women don't like to listen to women radio news commentators? When FRED BENIOFF, FURRIER, decided to put unfounded theory to the acid test, he came up with a KROW program featuring news analyst, Mrs. James E. Sidney Wales. Sales in the cloth coat department of the Oakland, Cal., store proved to Mrs. Helen Benioff, president of the company, that women did listen to a woman commentator.

Discovery Number 2: that men will also listen to a good feminine analyst. Opened was a fresh approach to the women's apparel trade through the man of the house.

One of the prominent large fur establishments catering to the middle income levels, BENIOFF's reasoned that its primary appeal was to women who had some leisure time, and who were active in community, club and civic affairs. It was this same group who were most concerned about *Keeping Up With the World*.

Tailor-made for this account was Mrs. James E. Sidney Wales, a widely known club woman, prominent socially and a lecturer on world affairs. Her appearance under the BENIOFF banner psychologically reaffirmed the prestige and quality of the store and its products.

When the normal summertime lull approached, sponsor's first inclination was to cancel for the summer. Smart in the ways of public relations, Mrs. Benioff, however, saw the excellent institutional effect of the tie-up between a quality show and a quality store. Program continued on a once-a-week *sked*.

AIR FAX: Window cards with the commentator's picture were used at the stores. Program was also mentioned in the advertiser's newspaper space.

First Broadcast: February 9, 1942.

Broadcast Schedule: Monday, Wednesday and Friday, 8:45-9:00 A.M.

Preceded By: Friendly Philosopher.

Followed By: News.

Sponsor: Fred Benioff, Furrier.

Station: KROW, Oakland-San Francisco, Cal.

Power: 5,000 watts.

Agency: Theo. Segall Adv.

COMMENT: When a retail establishment centers its advertising campaign around its own particular niche in the business world, results are almost universally successful. Sponsor here stresses *quality* and *prestige*, hammers home these points in both its sales message and in its program selection. (For pic, see *Showmanscoops*, p. 387).

Government

FEDERAL AGENT While the public now centers its attention on war news from myriad battlefronts almost to the exclusion of other affairs, law enforcement groups watch with consternation the increase in crime. Although the same phenomenon has been observed and commented upon in previous wars, the KENTUCKY PEACE OFFICERS' ASSOCIATION voted locally to nip in the bud this national wartime manifestation of strain and worry.

To promote better law observance and closer cooperation between peace officers and the general public, KENTUCKY PEACE OFFICERS took to the airwaves, sponsored a series of 39 quarter-hours over WINN, Louisville, Ky. Heard in radio's latest crusade against the lawless was *Federal Agent*. Behind these transcribed self-contained dramatizations dealing with the agents of the U. S. *Federal Bureau of Investigation*, Great Britain's *Scotland Yard*, and Canada's famed *Royal Northwest Mounted Police*, stood virtually all federal agencies, state, county and municipal police, and industrial police organizations in the famed Blue Grass state.

AIR FAX: First Broadcast: June 8, 1942.

Broadcast Schedule: Monday through Friday, 6:15-6:30 P.M.

Sponsor: Kentucky Peace Officers' Ass'n.

Station: WINN, Louisville, Ky.

Power: 250 watts.

Population: 319,077.

Producer: G. C. Bird & Associates.

COMMENT: While most people merely *talk* about law enforcement, here is one group that used *showmanship* to put its

message across, successfully translated the problem into dramatizations readily understood by the average person. A series of this kind may also be used to good advantage in a variety of business fields.

Jewelry

PAGING JOHN DOE Today, destiny is calling John Doe to new jobs, new duties, new obligations. Around the John Does of America center all the things of the past, all the hopes of the future. To the John Does of these United States, SLAVICK JEWELRY CO., Los Angeles, Cal., says "*Put 'er there*," in a series of twice-weekly broadcasts heard over KFI.

With Art Baker *Paging John Doe*, material in the quarter-hour talkie-talk is timely, encouraging, sincere and co-operative with today's needs. Philosopher Baker introduces his own show, announces that SLAVICK JEWELRY presents the program dedicated to the average American. President A. N. Slavick's sincere desire to pay homage to John Doe led to this stipulation: "No interruption of the message for a commercial!" It paid-out; sponsor SLAVICK recently renewed for another 26-week period, gets mention only as sponsor.

AIR FAX: First Broadcast: August 20, 1942.

Broadcast Schedule: Thursday and Friday, 5:30-5:45 P.M.

Sponsor: Slavick Jewelry Co.

Station: KFI, Los Angeles, Cal.

Power: 50,000 watts.

Population: 1,497,074.

Agency: Advertising Arts Agency.

COMMENT: Friend in need to John Doe, his family and friends is the home-spun philosopher with an established radio reputation.

Manufacturers

ELEANOR EARLY All-out war effort sees men long out of work knuckling down to the assembly line, regularly bringing home the bacon. Horse of a different color for the man with a fixed

income are rising costs and increased taxes on top of mortgage payments, insurance, other fixed expense items. Penny-pinching is the order of the day.

With suggestions for more economical ways of living getting a ready ear, *Eleanor Early* now goes on the WOL airwaves each Thursday with tips on how to live more economically and like it. How the war affects household problems also gets the once-over from practical suggestion maker Early. Not short-sheeted is the PEPPERELL MANUFACTURING Co., makers of bed linens, etc., whose program is fed to 19 stations of the COLONIAL network.

AIR FAX: *First Broadcast:* April 23, 1942.
Broadcast Schedule: Thursday, 12:15-12:30 P.M.
Preceded By: Boake Carter.
Followed By: Navy Band.
Sponsor: Pepperell Manufacturing Co.
Station: WOL, Washington, D. C.
Power: 1,000 watts.
Population: 521,886.
Agency: H. P. Humphrey Co., Boston, Mass.

COMMENT: With the nation prepared to dig in for the duration, programs of this kind become increasingly popular. Real economy tips delivered by a well-known, popular personality are the chief ingredients for success here.

Men's Wear

MYSTERY CLUB Detective story addicts have been known to come so much in the spell of the printed word that a creaking floor board sends chills down their spines. Even more effective are radio dramatizations of spine-chillers, replete with shrieks, groans, stealthy steps, other sound effects.

When the DOMINION CLOTHING STORE's contract for a quarter-hour transcribed accordion band series expired, it didn't need a Sherlock Holmes to tell it that radio was its super-sales hero. DOMINION stepped up its schedule to 30 minutes with *Mystery Club* its CKOC offering to Hamilton, Ont., listeners.

Each week, members of an exclusive, cosmopolitan *Mystery Club* gather to

initiate a new member. Inductee has to dramatize some famous detective story, wins his spurs when membership in the club is voted him on the basis of his performance.

AIR FAX: Featured in the transcribed series available only in Canada are 39 self-contained dramatizations.
First Broadcast: September 6, 1942.
Broadcast Schedule: Sunday, 4:30-5:00 P.M.
Preceded By: Operettas on the Air.
Followed By: Music.
Sponsor: Dominion Clothing Store.
Station: CKOC, Hamilton, Ont., Can.
Power: 1,000 (d).
Population: 155,547.
Producer: Radio Transcription Co. of America.

COMMENT: Particularly in these times, people are turning to *escape* literature and entertainment to ease the tension of wartime jitters. For its *escape* value, the detective story goes to the head of the class.

Public Utilities

YOUR DEFENSE REPORTER Great problem for the morale builder is to make every individual whose allegiance is given to Old Glory aware of his part in the defense effort. Bringing it home to its KBND listeners is the PACIFIC POWER & LIGHT Co., Bend, Ore. Activities of a purely local nature in support of the national civilian defense program are aired on *Your Defense Reporter*. Committee appointments, notices of committee meetings, and activities of various agencies are chronicled in this news style broadcast.

AIR FAX: *First Broadcast:* January 15, 1942.
Broadcast Schedule: Monday through Saturday, 5:45-5:50 P.M.
Preceded By: News.
Followed By: Sports Review.
Sponsor: Pacific Power & Light Co.
Station: KBND, Bend, Ore.
Power: 250 watts.
Population: 10,021.
Agency: McCann-Erickson.

COMMENT: In surveying the role of private enterprise in this vital phase of our war effort, the broad opportunity for still more local sponsors immediately suggests itself. Advertisers assist the war effort when they plan their radio promotions in terms of the present emergency.



SHOWMANSCOOPS

RADIO SHOWMANSHIP welcomes unusual photographs of merchandising stunts used by businessmen to promote listener interest in their radio programs.



America's Health



● *Above . . .* More than 100 Red Cross nutrition classes are regular listeners to the KSD program, *Nutrition and Your Health*. Peggy Cave, KSD director of women's activities, and Mrs. Eugenia Shrader, director of the nutrition division of the St. Louis (Mo.) Red Cross Chapter, answer listener-sent queries on nutrition problems in this broadcast.

● *Left . . .* Al Stevens, who does the play-by-play description of the WFIL *Lucky Money* program sponsored by the PHILADELPHIA ASSOCIATION OF RETAIL DRUGGISTS, here interviews newly elected member of the State Board of Pharmacy Mark Rothman. (For story, see *Showmanship in Action*, p. 392.)

Builds Nation's Wealth

● *Above . . . Bridge champions from Du Bois and St. Marys, Pa., match skill in the WCED weekly contest. (For story, see Showmanship in Action, p. 391.)*



● *Center . . . Mrs. Helen Benioff (left), President of FRED BENIOFF, furrier of San Francisco and Oakland, Cal., talks over copy slants with Mrs. James E. Sidney Wales, KROW news commentator. (For story, see Airing the New, p. 383.)*



● *Below . . . When the Army-Navy "E" production award flag was made to the DIEBOLD SAFE & LOCK CO., Canton, O., ceremony was broadcast over WHBC. President and general manager A. J. Roos (left) and Emil Gebel, oldest employee in point of service, receive the award flag from Major Harry P. Croft. (For story, see Special Promotion, p. 389.)*

DIEBOLD Safe & Lock Co.





SPECIAL PROMOTION

Short radio promotions that run but a day, a week, or a month yet leave an impression that lasts the year around.

Fuel Dealers

KING COAL All too real are the possibilities of wintertime rationing of fuel and the impending shortage brought about by transportation difficulties is too important for the consumer to ignore. To urge the public to purchase its coal early, 15 local and area retail coal dealers took to the WWNY, Watertown, N. Y., airwaves on a three-times-a-week sked for one month.

Dramatized was the possibility of coal shortage due to lack of transportation facilities. The possibility was backed up with quotations from government authorities. Presentations also stressed stepped-up fall transportation of war materials as a vital point for early purchase of fuel.

Statements incorporated into broadcasts from each participating coal dealer were rotated so that during the series, each coal dealer was represented by a statement and by name mention. Not aired on each broadcast, however, was a complete list of sponsoring dealers.

AIR FAX: Featured on the dramatized series were WWNY players, plus staff announcers. Each episode was different in its approach. To bring home the fact that the country is at war, that transportation is a vital problem today, listeners were taken on dramatic, imaginary tours of the home front. Prior to the start of the series, courtesy plugs featured time-and-station details. Show also rated an item in the local newspaper's radio highlight column.

First Broadcast: May 6, 1942.

Broadcast Schedule: Monday, Wednesday and Friday, 7:15-7:30 P.M.

Preceded By: Music.

Followed By: Monday, *The Star Spangled Network*; Wednesday, *Sundown Silhouettes*; Friday, *A to Z in Melody*.

Sponsor: Consaul-Hall, Clayton; A. C. Cornwall & Son, Alexandria Bay; Foster Coal Co., Dexter and Watertown; Purser Coal Co., and Burdick Coal Co., Watertown, and others.

Station: WWNY, Watertown, N. Y.

Power: 1,000 watts.

Population: 32,205.

COMMENT: Not just another selling idea is this program. A program which induces the consumer to act for his own best interests, to buy while the dealer is still able to fill the order, performs a valuable wartime public service.

Groceries

SPECIAL FOOD SHOW When the BROADWAY COLUMBIA FOOD MARKET, one of a chain of COLUMBIA SAVE-A-CENT FOOD operated stores celebrated its remodeling and reconstruction, it wanted all of Portland, Ore., to know about it. Manager William Triplett was out for something special and he got it from KGW-KEX.

Broadcast from the market itself for two days was every single local radio program originating from both stations! With that as a starter, COLUMBIA really unfurled its banners, sponsored 15 out of every 60 minutes on either KGW or KEX for both gala days. COLUMBIA sponsored programs were audience participation, with patrons walking off with samples, other prizes of various kinds for correctly answered questions. Audiences got a breathing spell while news broadcasts, home economics programs, novelty features and musical shows went out over the airwaves from under the big tent.

To accommodate the influx of radio entertainers, equipment, et al, COLUMBIA put up a big tent in its parking area adjacent to the store. Displays and booths where samples were given away were put up by food manufacturers and distributors to lend a festive touch.

AIR FAX: In charge of the hoop-la was production

manager Homer Welch. Representing the stations' commercial department were Arch Kerr and James Mount.

Broadcast Schedule: July 9 and 10, 1942.

Sponsor: Broadway Columbia Food Market.

Station: KGW-KEX, Portland, Ore.

Population: 305,349.

COMMENT: Especially in large urban centers it takes a lot of fanfare to put *oomph* into an event of this kind. Give-aways, a chance for the public to see all of its favorite local radio entertainers in action, other hoop-de-do turned the trick here.

Manufacturers

ARMY-NAVY "E" AWARD In 1859, Carl Diebold, two partners, formed a company to manufacture small safes. Engineering advances brought forth burglary resistive as well as fire resistive containers. Constant effort to outwit the safe cracker meant ceaseless research into ways and means of making harder steel proof against drills, torches, nitroglycerine, other forms of attack.

Natural in these times was the manufacturing transition to steel that would deflect bullets. Years of experience in outwitting the safe cracker proved helpful in treatment of steels that protect armed forces on land and in the air. Out of the DIEBOLD SAFE AND LOCK CO., Canton, O., now comes armor plate for bombers and pursuit ships, scout cars, half tracs and marine tanks in a never ending line.

It was a great day when workers from the two outlying DIEBOLD plants came to the main plant by Army Scout cars which they themselves had fabricated. The occasion: the presentation of the Army-Navy "E" Award for outstanding performance in the production of war material. Jubilant because DIEBOLD was the first plant in the Canton area to receive this honor were employees, families and friends who participated in the ceremony broadcast on a Mutual Network coast-to-coast hook-up out of WHBC.

While the network broadcast became an occasion for national congratulations, not ignored was the local aspect. Five-minute *War Facts* broadcasts at various times of the day during four days prior to the presentation ceremonies reminded WHBC listeners of the ceremony to be held the following Monday. Series featured direct explanations of the meaning of production in this war. Questions asked and answered: why every man should work every day without lay-off; why people should collect scrap and salvage; why citizens should order coal now, etc., etc.

Particularly significant was DIEBOLD's efforts to give each individual worker due credit for his part in high production maintenance level. Invitations were mailed to all employees and families. Day prior to presentation, each employee received through the mail a copy of the 12-page formal program. To all former DIEBOLD employees now in the Armed Forces went a copy of the program, a personal letter from the company president. Acceptance of the "E" lapel pins for all

employees was made by Emil Gebel, whose record of 62 continuous years with the company made him the oldest employee in point of service.



AIR FAX: Broadcast Schedule: Monday, August 31, 2:30-3:00 P.M.

Sponsor: Diebold Safe & Lock Co.

Station: WHBC, Canton, O.

Power: 250 watts.

Population: 105,520.

COMMENT: Particularly significant in such broadcasts is the opportunity to further public relations. While such ceremonies help create a widespread fighting war spirit when heard nationally, the opportunity to build locally should not be ignored. While the presentation airing was a pat-on-the-back for all workers, the pre-broadcast local series stimulated workers to greater effort. (For pic, see *Showmanscoops*, p. 387.)

Merchants' Associations

OPPORTUNITY DAY Coming events cast their shadow before them in West Palm Beach, Fla., when the MERCHANTS' DIVISION of the WEST PALM BEACH CHAMBER OF COMMERCE beat the sales drum over WJNO for a city-wide *Opportunity Day*. Sunday radio listeners learned of a shopper's paradise where bargain items were to be the rule from one end of the main stem to the other.

Participating merchants offered featured sales items for this one day sales event, and bargain hunters got a 15-minute preview of super-duper bargains available in local West Palm Beach stores. Tipsters were Special Events Committee Chairman, W. A. Bland, and WJNO interviewer Josephine McQuillin.

AIR FAX: Broadcast Schedule: August 16, 6:15-6:30 P.M.

Sponsor: Merchants' Division of the local Chamber of Commerce.

Station: WJNO, West Palm Beach, Fla.

Power: 250 watts.

Population: 29,084.

COMMENT: Gasoline and tire rationing are changing civilian buying habits. No longer do shoppers in smaller communities go to the nearest metropolitan center to purchase household and personal needs. In such communities, merchants need only to give prospective customers a little *extra push* to reap the benefits of changed conditions. In shopping centers within metropolitan areas, merchants might also band together for similar ventures for their mutual benefit.

Public Utilities

LIGHT ON THE WEST Where is that guy who said, "the West ain't what it used to be?" Set upon changing his mind was the PUBLIC SERVICE COMPANY OF COLORADO when it took on sponsorship for the eighth consecutive year of a 45-minute KOA salute to the *Cheyenne Frontier Days* celebration. Show was aired out of Denver, Col., just prior to the opening of the rodeo fiesta.

Sponsorship was assumed in the same spirit with which the 46th consecutive

Frontier celebration was staged. Greetings by Guy W. Faller, president of the PUBLIC SERVICE COMPANY OF COLORADO and the CHEYENNE LIGHT, FUEL AND POWER Co., stressed the fact that the celebrations have become as important a part of the life of the West as the mountains and plains themselves. Spanish-American war didn't stop them. World War I didn't stop them. The right to have *Frontier Days*, thousands of things of a similar nature is one of the things the United Nations fight for today. They aren't a part of America, they *are* America. For these reasons, PUBLIC SERVICE carried on once more, backed the *Frontier Days* celebration.



Stressed was the fact that 25 per cent of this year's net profits of *Frontier Days* were to be given to the American Red Cross. The other three-fourths were to be turned into war bonds.

AIR FAX: Forty-five minute presentation featured an orchestra, the service men's chorus, soloists, comedy and historical information. Performers included Milton Shrednick and Andrew Gainey.

First Broadcast: July 18, 1942.

Broadcast Schedule: Saturday, 45 minutes.

Sponsor: Public Service Company of Colorado.

Station: KOA, Denver, Col.

Power: 50,000 watts.

Population: 303,273.

COMMENT: To *carry-on* is the objective of each and every civilian anxious to do his part in furthering wartime morale. Sponsors also share the burden in broadcasts of this kind, and in so doing, garner an incalculable amount of public good will.

SAMPLE SCRIPT AVAILABLE.



SHOWMANSHIP IN ACTION

Promotions and merchandising stunts that will lift a program out of the ordinary.

Athletic Associations

LET'S GO BOWLING To one Milwaukee, Wis., bowling addict, a moon shaped scar on his nose is a constant reminder of the folly of bouncing a ball instead of rolling it. Years later, that once-in-a-million bounce that caught the bowler smack-on-the-nose when he tried to pick up the dropped ball in a quick lean-over, netted him a BRUNSWICK MINERALITE bowling ball.

Every second week, the MILWAUKEE BOWLING PROPRIETORS' ASSOCIATION awards a bowling ball to the WTMJ listener who submits the best bowling oddity. Contestants have nothing to buy, there's no obligation of any kind, and anyone may enter. A sponsor's committee of three authenticates the oddities submitted in this free-for-all contest.

AIR FAX: Sponsored by the Milwaukee Bowling Proprietors' Association not to sell anything other than bowling as a sport, the program features *The Milwaukee Journal's* bowling editor, Billy Sixty. While up-to-the-minute news and views of the bowling world are the stock-in-trade of the show, guest bowling celebrities and personalities help make for good listening. *Example:* Father Michael Wasniewski, who had things to say on *Bowling and Its Relation to the Church*. Told on one program by Richard S. Falk, personnel manager of the Falk Corp., large defense industry: the relation between the company's sponsorship of bowling teams to employee health and morale. Announcer Bill Evans' brief commercials extol the benefits of bowling for health, entertainment and sports.

First Broadcast: November, 1941.

Broadcast Schedule: Saturday, 5:30-5:45 P.M.

Preceded By: News.

Followed By: Wadhams Sport Flash.

Sponsor: Milwaukee Bowling Proprietors' Association.

Station: WTMJ, Milwaukee, Wis.

Power: 5,000 watts.

Population: 680,434.

COMMENT: While there are sports

shows galore, scarce as hen's teeth are those which incorporate *showmanship* into the format of the program. For sponsors who do employ that ingredient for added spice extra sales dividends are almost certainly in the bag.

Beauticians

BRIDGE GAME Favorite indoor sport of most Americans is the after dinner game of bridge. Regional differences may create varied opinions, but when North and South sit down to a rubber of bridge, it is a different deal.

Du Bois, Pa., bridge players have an opportunity to match wits with the best within a 50-mile radius. Once a week two teams sit down before the WCED microphone in a 45-minute rubber. Winners receive free manicures from sponsor ANN'S BEAUTY SALON, card tables from co-sponsor DU BOIS FURNITURE store. Weekly winners meet a new challenging team the following week.

Announcer Le Roy Schenck explains the plays to the listening audience. In another studio is announcer Virginia Wade, with a type-written copy of the hand that is to be played. When one hand is completed, the engineer switches from the players to the adjoining studio. From that vantage point announcer Wade reads the next hand to be played. *Advantage:* the radio audience may follow plays with actual cards.

Grand slam for co-sponsors: marked business pick-up. Write-ups in a daily newspaper radio column, and courtesy spot announcements plug the show.

AIR FAX: *First Broadcast:* March 19, 1942.

Broadcast Schedule: Thursday, 8:00-8:45 P.M.

Preceded By: Song Quizz.

Followed By: Adam and Eve Club.

Sponsor: Ann's Beauty Salon; Du Bois Furniture.

Station: WCED, Du Bois, Pa.

Power: 250 watts.

Population: 24,149.

COMMENT: Always near and dear to man's heart is competition. When this competition involves a popular enthusiasm, interest is almost certain to run high. (For pic, see *Showmanscoops*, p. 387.)

Drug Stores

LUCKY MONEY When the mountain didn't come to Mohammed, Mohammed went to the mountain. Likewise, in Philadelphia, Pa., WFIL listeners call the station, instead of *vice-versa*, in a unique give-away program sponsored by the PHILADELPHIA ASSOCIATION OF RETAIL DRUGGISTS.

Nearly everyone has listened at one time or another to the usual type of radio give-away program. He waits for his telephone to ting-a-ling, with an announcer and 50 smackers on the other end of the line if he can prove he was listening to the *Sneezy Sudsies* program. Usually this same listener gives up in despair, continues desultory listening in order to hear the folks whose phones *do* ring admit they *weren't* listening to the show. No so, *Lucky Money*. On this broadcast, the listener, not the announcer does the calling.

And numbers are not chosen by spinning a wheel, thumbing a phone book or fishing in a glass bowl. In fact, the listener doesn't even have to have a telephone to be eligible for *Lucky Money*. All he needs is a Philadelphia address.

A huge map of Philadelphia is hung on the wall, like a dart-board. Various city blocks are selected at random by throwing darts at the map. If, for example, the dart lands in the 5700 block on Blank Street, that address is announced on the air. The first person living on that block to call WFIL receives cash prizes of five or ten or 15 dollars, if two previous calls have drawn blanks. Any resident of the 5700 block of Blank Street is eligible, whether he is actually at home or not.

Since show's premier, it has become top mail-puller of the station. For P.A.R.D., the set-up does a bang-up job of institutional promotion. On each broadcast, three P.A.R.D. druggists become official dart-throwers, and winners must go to the nearest P.A.R.D. store to collect all prize money. Each druggist who appears on the series has a jim-dandy chance to identify himself and his own store. Druggist interviews play up the important services INDEPENDENT

DRUGGISTS render to their neighborhoods.

AIR FAX: *Promotions:* newspaper advertisements, car cards and posters. Prepared by P.A.R.D. for display in Philadelphia Drug stores: 1,500 display cards.

First Broadcast: July 20, 1942.

Broadcast Schedule: Monday through Friday, 10:30-10:45 A.M.

Preceded By: News.

Followed By: Music.

Sponsor: Philadelphia Association of Retail Druggists.

Station: WFIL, Philadelphia, Pa.

Power: 1,000 watts.

Population: 2,081,602.

Agency: Joseph Lowenthal Agency.

COMMENT: When associations of retailers show their colors in cooperative institutional advertising, they give the radio listener a chance to become better acquainted with its local dealer and to acquire a personal interest in its neighborhood store. While the association itself profits from such business tactics, the individual representatives also gain prestige and good will. (For pic, see *Showmanscoops*, p. 386.)

Grocery Products

MAGIC KITCHEN Recently *The New Yorker* magazine sent Fannie Hurst off on a shopping expedition designed to prove how easily War Stamps could be obtained. Dime stores, cocktail lounges, exclusive dress shops, others, handed out the change upon request, not in silver, but in ten cent War Stamps.

Touring Waterloo, Ia., via the air-waves, Libby Vaughan reached the same conclusion. War Stamps materialize out of thin air.

Offered each month in connection with the *Magic Kitchen* program is a *Magic Kitchen Bulletin*. For many long years listeners have sent in dimes, receive in turn a mimeographed collection of recipes, other household hints sent in by fans. Now listener is asked to send in a ten cent War Stamp for her bulletin. *Hook:* stamps are converted into \$25 War Bonds which are awarded to listener who writes the best letter. Subject of said epistle: *What the Magic Kitchen Means to Me*.

AIR FAX: *First Broadcast:* 1934.

Broadcast Schedule: Monday through Friday, 10:15-

10:30 A.M.; Saturday, 10:15-10:45 A.M.

Preceded By: Treat Time.

Followed By: Bright Horizons.

Sponsor: Carey Salt, Crete Mills, Sawyer Biscuit Co., Blue Barrel and Spark Soap (Haskins Bros.), Northwestern Yeast Co., Hi-Lex Co., others.

Station: WMT, Waterloo, Ia.

Power: 5,000 watts.

Population: 54,300.

COMMENT: Set-up here produces *maximum mail-pull with minimum expense and effort*. While shows of this kind are not the only type of program which appeals to women, the fact remains that they do sell merchandise.

Groceries

COOKIES FOR ROOKIES Sugar rationing notwithstanding, the sweet-tooth of the men in the armed services is turning kitchen drudgery into patriotic duty. Housewives the country over spend leisure time whacking-up cookies, other tidbits for away-from-home service men. When wholesale grocers, BURSLEY & Co., took on participating sponsorship of Jane Weston's *Modern Home Forum* over WOWO, Fort Wayne, Ind., it offered a mimeographed batch of cookie recipes. Special recommendation: cookies were designed to stand up under the abuses of mailing, etc. Grand total of requests in an eight day period: 1,451! *Hook:* recipes plug LITTLE ELF flour, icing powder, corn flakes, other BURSLEY & Co. products.

To keep its colors flying, keep the army cookie-jar filled, sponsor offers weekly prizes for *Cookies for Rookies*. Entrant has only to mail a package containing home-made food to anyone in the U. S. Military Service. Best appreciation letter or card from the soldier or sailor recipient earns the cook an electric CORY GLASS COFFEE MAKER. To ten other women who turn their thank-you letters over to Jane Weston go pound packages of LITTLE ELF COFFEE. Winners are announced every Tuesday and Friday.

AIR FAX: *Broadcast Schedule:* Monday through Friday, 9:30-10:00 A.M.

Preceded By: Helen Hiatt.

Followed By: Second Husband.

Sponsor: WOWO, Fort Wayne, Ind.

Power: 10,000 watts.

Population: 117,246.

COMMENT: Here is another bit of evidence to chalk up to the success of the *established* women's participating show. *Showmanship* is undoubtedly one of the elements which contributed to this A-1 campaign.

MINNEAPOLIS' GREAT

**DOUBLE
ROOM
VALUE**

**\$1.75
PER PERSON**

Think of it! All the streamlined facilities of this modern hotel are yours for only \$1.75 per person, double. Every room is fireproof... outside... newly decorated... tastefully furnished... innerspring mattresses... full length mirrors. Excellent dining rooms, popular priced coffee shop. A step from the loop, yet close to everything in Minneapolis. Other rates begin at \$2.50 single.

**24-HOUR CAR STORAGE — 50¢
FREE PICKUP — DELIVERY**



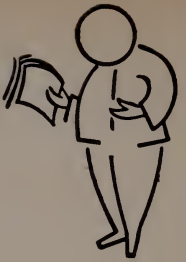
E. WILLIAM BENSON
President-Gen'l Mgr.
THOMAS C. KNAPP
Resident Mgr.

HOTEL 10th STREET AT 3rd AVENUE

Leamington

MINNEAPOLIS • MINNESOTA

WHAT THE PROGRAM DID FOR ME



This is the businessman's own department. RADIO SHOWMANSHIP invites radio advertisers to exchange results and reactions to radio programs for their mutual benefit.

Auto Repairs

HIGHWAY HARMONY "We don't have a tangible product to sell. It's not possible for us to show a customer just what the finished product will be before he gives us the job. Consequently, we have found our radio advertising to be of great benefit in selling our institution—selling people faith in our reliability and craftsmanship. When we started radio advertising, we employed only 18 men. Now we employ 30."

OWEN CRIST

*Owen Crist Auto Body Service
Des Moines, Ia.*

AIR FAX: Broadcasts are kept free of any terrible thoughts of auto accidents. Instead, programs aim to promote *Highway Harmony*. Motorists are reminded to drive safely, check their cars at regular intervals for proper wheel alignments. Attention is called to the CRIST completely equipped, modern body rebuilding shop. Recorded music is the backbone of the quarter-hour stint.

First Broadcast: Summer, 1941.

Broadcast Schedule: Tuesday, Thursday and Saturday, 7:15-7:30 A.M.

Preceded By: Music.

Followed By: Music.

Sponsor: Owen Crist Auto Body Service.

Station: KSO, Des Moines, Ia.

Power: 5,000 watts.

Population: 167,048.

COMMENT: Particularly in these times, when an auto owner has a bit of bad luck, needs to have his car rebuilt, he wants a reliable shop in which he can put his confidence. This show breaks the ice for sponsor CRIST. Listeners already look on the firm with favor.

Churches

WORD OF LIFE HOUR "The WORD OF LIFE FELLOWSHIP consists of evangelistic work among young people, primarily. The program originates in the GOSPEL

TABERNACLE in the heart of Times Square at a city-wide *Youth for Christ* radio rally. The meetings have grown in attendance from 250 to 1,100 and some weeks people have had to be turned away.

"During the month of December, 1941, the *Word of Life Hour* offered a booklet called *Under His Wings* to anyone writing in. Within two weeks, 1,030 letters came in from twenty states, including Bermuda and Canada. Letters came from as far south as North Carolina, as far west as Minnesota.

"There has been some advertising done in newspapers. Also, about 70,000 publicity cards have been distributed since October 1. A mailing list of 6,000 is used, too, in advertising the program. The program itself is entirely supported by the free-will gifts of those listening in."

JACK WYRTZEN

Director

*Word of Life Fellowship
New York City*

AIR FAX: Gospel hymns, occasional special quartette music, three-minute testimonies, and a religious message given by Mr. Wyrzten complete the half-hour program.

When Preacher Wyrzten started on WHN six months ago, his broadcasts drew an audience of only 250 people to GOSPEL TABERNACLE. Now an average of 1,250 people come to see and hear him on Saturday nights. For a special victory rally broadcast it was necessary to hire the COSMOPOLITAN OPERA HOUSE to accommodate his audience of 3,500 people.

First Broadcast: October 25, 1941.

Broadcast Schedule: Saturday, 8:00-8:30 P.M.

Preceded By: Henry J. Taylor, Commentator.

Followed By: Music.

Sponsor: Word of Life Fellowship.

Station: WHN, New York City.

Power: 50,000 watts.

COMMENT: During times of stress and strain, church attendance, birth rates, other things which have stabilized the human race throughout the centuries,

tend to increase. Already such increases have been noted at the present time. Certainly radio and its sponsors can do their part in bolstering the morale of the all too frail human spirit.

Civic Agencies

AMERICANS ALL "The AMERICAN SERVICE INSTITUTE is a social agency supported entirely by the Community Fund. It was established in January, 1941, 'to assist in the ethnic, cultural and economic assimilation into the community of new Americans residing in Allegheny County; to encourage their participation in community life, as individuals or as groups; to cooperate with individuals and with nationality organizations in relating themselves to public and private social and civic agencies; and to give technical assistance to residents of Allegheny County who desire to become naturalized citizens of the United States.' To our knowledge, it is the first social agency which attempts to coordinate community efforts for people of foreign background, although there are, of course, many agencies in the country which are working with the foreign born.

"Our major emphasis at this time is in the nature of community education in an attempt to develop understanding about and between groups of various nationality backgrounds. We think it is particularly important to do this at a time when understanding and cooperative effort are so vital to our national situation.

"We have for a long time been interested in radio as a means of community education. WWSW gave us the time to produce a series of programs concerning the cultural groups in Allegheny County, and Walter E. Sickles agreed to be responsible for the production. Any cost which is incurred in the productions is met through our budget, which is allotted to us by the Community Fund. It is an excellent illustration of the way in which a radio station can relate itself to the community.

"Members of the Staff and Board of

the AMERICAN SERVICE INSTITUTE are responsible for gathering the material for the programs, for publicity and for securing members of nationality groups to participate in them. We have kept in close touch with social agencies, schools, settlements, fraternal organizations and civic groups encouraging them to listen to the programs. The director of the Group Work Studios of the School of Applied Sciences at the University of Pittsburgh and members of the field staff have recorded each program in order to make the series available to groups for their year 'round activities.

"The Federal Office of Education in Washington, D. C., gave us permission to use the programs *Americans All—Immigrants All* written by Gilbert Seldes, as a pattern for our programs and to revise and adapt them in any way we wished to. Actually, they have been almost entirely rewritten in order to suit local purposes and to bring in current materials. We do play up some of the same situations that Gilbert Seldes did in his scripts."

HELEN D. GREEN

*Executive Secretary
American Service Institute
of Allegheny County
Pittsburgh, Pa.*

AIR FAX: Dramatic scripts include programs on our English heritage, Scotch, Scotch-Irish, Welsh, German, Slav, Slovak, etc. Two programs in the series are specifically scaled to the contribution made by the many alien groups to the social and political life of Allegheny County and the United States.

First Broadcast: June 30, 1942.

Broadcast Schedule: Tuesday, 8:00-8:30 P.M.

Preceded By: News.

Followed By: John Kirby.

Sponsor: American Service Institute.

Station: WWSW, Pittsburgh, Pa.

Power: 250 watts.

Population: 1,072,545.

COMMENT: The promotion of racial understanding is an important factor in our kind of psychological warfare. In the presentation of programs which give listeners an important contact with the past, the consciousness of the present and a faith in the future, radio and its sponsors fulfill important social obligations placed upon them by the American way of life.

SAMPLE SCRIPT AVAILABLE.

Office Supplies

ACROSS THE DESK "As everyone knows, in measuring advertising it's the thought of keeping one's name before the public at all times which prompts the choice of medium.

"It is impossible to gauge the exact effectiveness of any method, even newspaper, but we do feel that through radio advertising we have been able to keep our name before the public more continuously and at a much lower cost than through any other medium. Speaking for our company, we certainly would recommend radio."

H. M. BRETZ
Advertising Manager
Archie Sherer Co.
Dayton, O.

AIR FAX: Office furniture suppliers and office planning engineers is the Archie Sherer Office Furniture Supply Co. It's business is with the businessman, and its campaign of advertising strategy consists of appealing to the businessman. Adman Bretz, for 25 years a member of the firm, took a look at the news, came up with *Across the Desk*. Subtitle: *A Businessman Looks at the News*. Presented is a summary of news of special interest to businessmen. WING continuity editor Jack Snow scripts the show.

Commercials currently tie-in with the war effort. Example: "Individual businesses . . . like every other link in the United War Effort . . . must be strong. As a part of Uncle Sam's gigantic war movement . . . your business must be as strong as possible. Any weakness in it is a weakness . . . however slight . . . in the nation's war effort. You can do your part by making your business as strong as possible . . . by seeking out and eliminating any weakness. Start with your office . . . look for inefficiency . . . wasted time . . . effort and motion. When you find these things . . . eliminate them. How? The best way is to go to the Archie Sherer Co., etc."

First Broadcast: August 26, 1940.

Broadcast Schedule: Monday through Saturday, 6:25-6:30 P.M.

Preceded By: Symphony of Melody.

Followed By: Top Hat Serenade.

Sponsor: Archie Sherer Office Furniture Supply.

Station: WING, Dayton, O.

Power: 5,000 watts.

Population: 225,609.

COMMENT: While a program of this kind especially interests business executives, its audience appeal extends beyond any one special interest group. That periphery beyond the businessman group represents an extra margin of profit.

Public Utilities

NEWS FOR BREAKFAST "For a goodly number of years we have carried the *News for Breakfast* item. At the beginning of the 15-minute broadcast, we have a more-or-less spot announcement about gas service, and a similar announcement at the close.

"We feel that this method of advertising is very much worthwhile and it is now considered a regular plan in our scheme of advertising."

L. L. BAXTER
Vice President
Arkansas Western Gas Co.
Fayetteville, Ark.

AIR FAX: Program is the first news round-up of the day over KUOA, and features United Press news. Since its beginning, KUOA's youthful manager, Storm Whaley, has dished up *News for Breakfast*.

First Broadcast: September 1, 1935.

Broadcast Schedule: Monday through Saturday, 7:15-7:30 A.M.

Preceded By: Military Band.

Followed By: Trade Winds.

Sponsor: Arkansas Western Gas Co.

Station: KUOA, Siloam Springs, Ark.

Power: 5,000 watts.

Population: 4,500.

COMMENT: Consistency is the word for ARKANSAS WESTERN GAS Co.'s advertising campaign. Seven years on the air with the same show speaks for itself. That only one announcer has been used throughout the history of the show is additional evidence that consistency pays.





PROOF O' THE PUDDING

Results based on sales, mails, surveys, long runs and the growth of the business itself.

Finance

BACKGROUND OF THE WAR When *Fortune Magazine* decided a year ago to study a complete cross-section of men and women's interest in news in *general* and in *particular*, the poll showed that in every income level in every geographic area in the United States both men and women preferred radio commentators over either newspaper editorials or columnists.

Today, *war* is the headline news, and radio listeners everywhere are on the alert for not only spot news, but also for all events which led up to World War II. For WFBL, listeners in Syracuse, N. Y., the SYRACUSE TRUST COMPANY gives them Professor C. Grove Haines and *The Background of the War*.

Racial, political and religious differences that have contributed to world unrest and eventually led to the present conflict are highlighted in a series that covers 52 separate weekly broadcasts. Reviewed is the political history of the world from the time of the Versailles Treaty up to the outbreak of World War II.

To help listeners visualize the magnitude of world turmoil, SYRACUSE TRUST offers a 16-page *INS World War Atlas*. Commentator asks the listener to turn to the page of the atlas which shows the country under discussion. Those who do not have a copy are reminded that one is available at SYRACUSE TRUST head-

quarters. After four broadcasts, sponsor had distributed 500 copies. Advertising manager Marciana Hughes had reason for feeling that the atlas had put SYRACUSE TRUST on the map: each request meant a visit to the bank of a prospective bank client.

Original notice of the atlas offer was publicized by a letter from the Board of Education to each grammar school and high school teacher in Syracuse. *Additional gesture*: WFBL presented the same list of teachers with copies of the booklet.

Another successful venture: on the Sunday preceding Decoration Day, a booklet *How to Display and Respect Our Flag* was offered to listeners.

AIR FAX: Commentator Haines is a member of the History Department of Syracuse University, has studied in three universities in this country and in both Germany and Italy on fellowships.

First Broadcast: May 3, 1942.

Broadcast Schedule: Sunday, 6:15-6:30 P.M.

Preceded By: News.

Followed By: Melody Ranch.

Sponsor: Syracuse Trust Co.

Station: WFBL, Syracuse, N. Y.

Power: 5,000 watts.

Population: 217,312.

COMMENT: Radio as a medium for dissemination of news and informed opinion is performing an essential and patriotic service for the American public. Broadcasting of accurate, constructive and instructive information and opinion serves not only to educate the people of America, but also to sustain national morale.

Showmanship helps dramatize such programs, and sponsors generally have had splendid success with map offers, atlases, other promotions of that nature.





JOHNNY ON THE SPOT

News, reviews and tips on spot
announcements in this column.

TIME FOR VICTORY

All the radio world knows what BULOVA WATCH did in the network field through its time signals heard in all parts of the country. Day in and day out, hundreds of thousands of listeners meet appointments, get up and go to bed, meet other schedules on BULOVA WATCH Co. time signals.

What BULOVA did on the networks is what HERSHBERG's, Rochester, N. Y., jewelers have done in the local field. Today HERSHBERG's is the largest jewelry house in the community.

Way back when radio was little more than a funny noise, HERSHBERG's bought its first time signal on WHEC. In 13 years these time signals have multiplied without a break at the rate of 14 a day. Grand total to date: 75,000! Since that day in 1929 when President Saul N. Hershberg signed his first WHEC contract, HERSHBERG's advertising has been largely radio, and it has been exclusively on the one station.

In telling the time, HERSHBERG's is keeping up with the times. *Current variant on its time signal announcements:* on many of the signals, sound effects of three dots and a dash precede the giving of the time. Announcer stands by, says, "Hershberg Victory Time. . . . o'clock."

(Engineers please note): Morse Code "V" sound effect is obtained by keying an audio oscillator by means of a motor-driven cam. Announcer has only to press a button which starts the motor and his mike picks up the sound.

SPONSOR'S SONG OF SIXPENCE

Wartime emergencies mean all-out effort all along the line. Latest contributors to the war effort: Humpty Dumpty, Jack Horner, Little Miss Muffett and Old King Cole. Miss Muffett's wartime nursery contribution:

*Little Miss Muffet
Sat on a Tuffett
Pasting her War Stamps in place—
This war that we're all in
She wanted to help win
And War Stamps buy planes for an
ACE!*

Hers is one of 30 *Victory Nursery Rhymes* transcribed by KASPER-GORDON, INC. Other nursery rhymes which tie-in with the war effort include *Sing a Song of Sixpence*, *Baa Baa Black Sheep*, and other favorites.

WORKERS SPOTTED

As the ranks of the unemployed dwindle, and defense plants send out the S.O.S. for more workers, radio and its sponsors step to the fore to help swell the worker-ranks.

In Salina, Ka., the C. R. ANTHONY Co. performs an unsung deed of patriotism. It buys five one-minute announcements daily over KSAL. These spots are donated to Uncle Sam in an attempt to attract laborers to Salina defense projects.

When a forest fire broke out near San Jacinto, the UNITED STATES EMPLOYMENT SERVICE sent out its S.O.S. via KPRO.

Listeners rushed to the EMPLOYMENT SERVICE as soon as the call was heard over the KPRO airwaves. Within less than an hour enough fire fighters were recruited to handle the situation. Giving credit where credit was due, acting local manager James H. Thomas tossed radio this bouquet: "We feel that the successful recruiting of these fire fighters was directly due to KPRO cooperation in making the announcements." Eye opener is the fact that results were accomplished with only seven short announcements between 4:14 and 5:03 P.M., a time ordinarily conceded to be the poorest from a male listening standpoint.



NEXT MONTH

DEPARTMENT STORE PROMOTIONS and program ideas collected from businessmen all over the country. You'll find the cream of successful merchandising stunts and new show ideas culled from radiowise retailers everywhere.

JOHN GARBER, of the Research Bureau for Retail Training, University of Pittsburgh, writes a fast-moving article that reveals his pet thesis on better showmanship in department store radio advertising. He suggests, "*Dramatize the Merchandise to Sell Goods.*" convert merchandise into first-rate entertainment.

JOSEPH H. WIMBISH, manager of the Charlottesville, Va., LEGGETT'S DEPARTMENT STORE, gives radio a great big hand, points out how it increased sales volume at an amazingly small cost.

Plus More Than 40 Programs and Promotions You Can Use in Your Own Business!



AT YOUR FINGERTIPS

SHOWMANSHIP MAGAZINES *READING SHOWBOOK* is the most complete directory of syndicated transcription and script availabilities ever compiled. The convenient, at-a-glance method of picking a winner for your business. Order today. Only 50 cents (postpaid). ★ ★

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.



S *howmanship*

DECEMBER 1942

25c

30c IN CANADA

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PROMOTIONS FOR



Department Stores



Year-End Index



Idea File

MORE THAN A MAGAZINE

A SERVICE



YOUR BUSINESS AT A GLANCE

A quick index to what others in your business field accomplish through radio. Articles and services in *Radio Showmanship* are classified by businesses here.

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BUY

UNITED STATES

War

SAVINGS BONDS



... for your own personal security

... for your country's defense



Invest for **VICTORY**



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MODERN CINDERELLA STORY

FICTION writers put their main characters through almost insurmountable odds, carry them through hundreds of pages to have them, in the end, live happily ever after. Not unlike the writer's stock-in-trade is the relationship between radio and the department store.

Many stores have purchased broadcast time haphazardly to *round out* an advertising program. Many stations have sold any kind of a program for the sake of getting a store on the air. But the fact remains, that radio, properly administered, does sell goods, stimulate store traffic, create good will and extend a store's trading area. Today, innumerable department stores are using radio for these purposes with marked success, and there are stations without number who are doing an intelligent selling and servicing job in the department store field.

National advertisers know from experience that radio moves merchandise, and they continue to use it as an essential part of their advertising for drugs, cosmetics, clothing, to cite a few examples. And these are the very same products that department stores promote!

Why then, does the department store tend to give radio the cold shoulder? To the extent that the merchandiser is at fault, it is this: radio is an unfamiliar medium to most executives, and they haven't taken the trouble to get acquainted with it. They have closed their eyes to the fact that broadcast advertising techniques differ from those used in other media. They haven't genuinely got behind their radio activities. And to an important degree, the success of a radio campaign pivots upon the amount of internal support it gets. Radio has been the stepchild, when it should have been taken seriously.

But radio, too, must assume its full share of the burden if the story is to have its logically happy ending. Radio representatives, in their natural enthusiasm, have not always made their presentations to the store intelligently. They have overlooked the fact that each community and each store has its own set of problems. They haven't accepted the fact that there are problems peculiar to department store publicity and merchandising not found in other organizations.

But a satisfactory basis for mutual understanding can be achieved. Then, and only then, will radio get the fair trial that it deserves.

The Editors

EVERY woman is subjectively interested in merchandise. Things she buys are an important part of her everyday life. It is the thesis of this article that the merchandise story can be converted into both acceptable *entertainment*, and acceptable *educational* material.

Let's take the apparel and accessory divisions of any store as an example. In recent years promotional emphasis has been built more and more upon the fashion story.

How can this fashion story be dramatized more successfully than by the *right* radio show? Every woman in any locality will have felt the impact of the seasonal fashion picture, and there are few women who will not want to wring out of it every last bit of exciting information. The program vehicle might be a straight, if cleverly written commentary put across by a capable woman. It might combine a society story with the fashion picture: "*Seen wearing a ----- at the Carlyle Club last night was Mrs. -----, and let me tell you how she looked.*" However the job is done, the important fact is that the store is establishing its fashion significance throughout the community, and if the program is spiced liberally with carefully chosen fashion items, it will sell goods.

The same thing holds true for the home decoration story. Where could the story behind *Regency*, behind *Federalist* or any other period be told more adequately, more dramatically than over the air? A store might tell about prize homes in the district representing a given decor, it might give a practical course in decoration, the historical background, or simply the reasons *why* and *for* the

use of the season's decorative colors, styles and materials in furniture, draperies, lamps, china and glass, and floor coverings. If the story were personal enough, practical and dramatic, do you know a woman who would not be interested?

We hear a great deal about the consumer movement. Why not get up and ride on this band wagon with facts about fabrics, other materials and processes used

in making merchandise. A store can forcefully cover its own testing activities, its *own brand* story. It might give a thorough background story on drugs, soaps and cosmetics. It might draw the community's women's clubs, P.T.A. and organized consumer groups into the program. Educational? Yes! And highly effective in selling merchandise, too.

There are certain basic merchandising problems that prompt acceptance of

Words Without Music

Glamorize the Merchandise Show for Selling Appeal Writes the
Advertising Manager of Strawbridge & Clothier, John A. Garber



this type of show by department stores interested in radio. A department store is a multi-item operation. Differing from many accounts, it has thousands of different items to sell in scores of classifications. It must, in consequence, advertise hundreds of important items throughout the year, covering all classifications of goods, for it must be remembered that not only are stores in competition, but that the same departments or divisions in different stores are in competition.

Over the period of a year, each department must be given its adequate share of publicity. Because customers judge a department in any given store primarily by the merchandise it offers for sale, departments plan series of advertisements, sometimes stressing a price promotion, sometimes quality or prestige, sometimes intangibles such as fashion significance, sometimes inherent value, but invariably offering an item or items that indicate a selling appeal.

This is a relatively simple job when newspaper space is employed. A daily section or sections can be planned with lineage allotted according to the value of each promotion. A customer can read at leisure, reread even the smallest section at will.

Radio offers a more difficult merchandising picture. Although most retail people attempt to merchandise a radio show just as they merchandise a newspaper section, it can't be done. If you toss three

A Wisconsin lad who went East to make good is sharp-eyed John Arthur Garber, shown above. Harvard graduation saw him get his ground legs in the field of retail merchandising as publicity director for two Pittsburgh department stores. Right down his alley was a position at University of Pittsburgh's Retail Bureau, where for two and a half years he did publicity research. Currently, he is advertising manager of the Strawbridge & Clothier Department Store, Philadelphia, Pa.

Peacock proud of his wife is merchandising sharpshooter Garber. His boast: "I am married to America's best fashion copywriter." He disclaims any hobbies, admits, however, to plenty of enthusiasm.



unconnected items into a given news period, sports period, or any other type of program at forty seconds per impression, you cannot expect results even if you have a built-up audience. Forty seconds worth of commercial a month would not sell JELLO either. This problem can be overcome to some extent by choosing items of relatively high unit sale value, and items backed by sufficient stock to permit generous repetition over a period of time.

But what radio can do, if the merchandise-information type of program is employed, is to establish the store's promotional story on a broader base, using the over-all fashion story, children's apparel story, home division story, or consumer story without losing the selling value of given items within the division. Radio can do this more effectively than the newspaper or direct mail be-

cause more wanted information can be packed into a dramatic, 15-minute merchandise show, than into any reasonable amount of visual advertising.

Experience suggests certain basic rules in handling the merchandise-information show. Choose one good volume classification or related classifications and the merchandising job will be simpler to handle, and will be stronger in effect. Ferret out the basic selling-interest story behind the items in the classification, and don't clutter the show with non-essential and unrelated information. As is true of all good retail ad-



vertising, it is necessary to use items of promotional consequence when merchandising the show; each item must be backed with sufficient stock, and have adequate unit sale value *to pay its own way*.

It has been said that while department stores, and perhaps other accounts, may find the merchandise-information show a profitable vehicle, such a show would harm radio immeasurably by silencing its pristine objective of dispensing art, culture and education.

This is tommyrot, and is diametrically opposed to facts in regard to average interests of average Americans.

I doubt very much if the average newspaper reader is very different from the average radio listener, and newspaper readership studies do not point up the popularity of book review sections, editorials, art and music criticism, or educational features. They do, incidentally, point up emphatically the tremendous general reader interest in department store display advertising, and in homey columns devoted to merchandise under one head or another.

As for radio itself, if I am not badly mistaken, program popularity polls fail to blow a horn for the arts of the cultured world, but indicate, rather, a humbler taste hardly compatible to any measure of the Muses' stature.

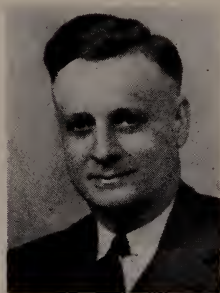
Furthermore, it is hardly likely that the merchandise-information show will ever dominate the radio picture, because this type of program will not satisfy the needs or desires of most sponsors, although it does solve in part the problem of the department store. What radio puts on the air will not be decided by the desires, whims or fancies of radio people or sponsors, but by the desires of the radio audience.

Most Americans are interested in merchandise and in the story behind it. This story can be converted into good entertainment, and in the consumer sense, excellent educational material. It stands that both radio and the retail trade can profit by offering the merchandise story in acceptable form, and both will do well to investigate it.

We S

Salesman in the Home for Writes Charlottesville, Va.

FRANKLY, the power of radio amazes me more with each succeeding day. We at LEGGETT'S DEPARTMENT STORE feel that no retailer can afford to overlook this medium. That it is flexible, effective and pleasant to deal with is another of its assets that has completely sold us on radio, and we must admit that the cost has been very little. Here in Charlottesville, Va., we have been faithful



Better known to his friends as Joe is Joseph Harrison Wimbish, shown above, a bred-in-the-bone Virginian who left his native state, but not for long. After ten years as

buyer for a chain of New York department stores his steps turned homeward. Merchandiser Wimbish joined the Leggett organization as store manager in 1934. Tribute to his fine hand were the successful merchandising records of the Leggett stores in Danville and Portsmouth, Va. Four years later he decided that Charlottesville, Va., was the place to live. Suiting action to word, he leased the building, opened a new business for Leggett's. While ideaman Wimbish likes work better than play, he does collect Indian Head pennies and old stamps.

Out!

Department Store Is Radio, Manager Joseph H. Wimbish

users of WCHV for the past four years, and as our volume of sales increased, the actual percentage spent for radio decreased with each succeeding month.

And the whole thing is really very simple. We offer a bit of entertainment and then tell our listeners of the bargains we have in our store. Are they responsive!

There is one instance two years ago. It was hot and dry, and a large order of blankets arrived that particular August morning. Being somewhat cramped for storage space, we put four 50-word announcements on the air as fast as possible. All but one ran. I called and stopped the last one. One of the WCHV representatives came down to see if there were any trouble. There definitely was! We had sold the entire shipment of blankets!

The program we have just renewed for another year is a fifteen-minute musical with the recorded music of Guy Lombardo and Bing Crosby, heard Monday through Saturday. Both are very popular with the ladies as well as the men. We selected the 8:15 A.M. spot because it follows a first-class news period and precedes a very well-known commentator. Also, a statement early in the morning is sometimes much more impressive than one later in the day when the mind is wearied with fatigue.

We try to keep the *Morning Melodies* music currently popular, and mix in some of the old tunes that everyone likes. Our commercials are treated in more or

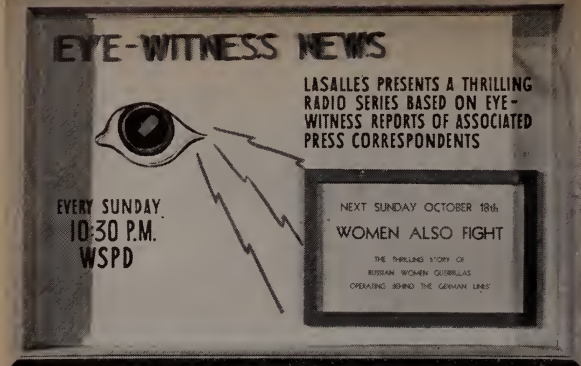


less the same way each morning. For instance, we will take one or two good items and plug them separately on the opening and middle commercial and at the end we will review both items along with copy about War Stamps, Red Cross Drive, or whatever might be of special interest to the community at that particular time. We always use the same copy two days straight and sometimes three. The more often it runs the better the results.

While we are using a program now, it does not mean that we have given up spot announcements. Because we feel that programs and announcements work well together, we still use announcements for special items, and use them often and fast when the need arises.

Our program is as important to us as one of our sales people. In fact, we look on the program as a regular employee of the store who reports for work every morning with a cheerful voice into thousands of homes. Its function: to remind them that LEGGETT'S is the *Home of Better Values*.

These are disturbing times and business cannot be expected to run as usual, but we must advertise lest we be forgotten and I know of no better, and certainly no cheaper way than through radio.



Don't Ke

All-Out Merchandising th
For the Lasalle and Koch

THERE'S an old saying that whatever is worth doing at all is worth doing well. The LASALLE AND KOCH Co., Toledo, O., department store applies this principle. It sponsors six 15-minute programs across the board each morning for its Basement Store, and a mid-morning weekly *Sewing School of the Air*. Recently, it inaugurated its eighth weekly WSPD program.

Some of its programs are designed to sell merchandise, and LASALLE AND KOCH goes farther than that. In its *selling* shows it sells merchandise for *specific* departments. But its new program had another purpose. Its civic minded officials believe that a store of its size has a community responsibility. Its new program was to do an institutional job.

Wise in the ways of radio, LASALLE AND KOCH did not just buy a show, let it go at that. Once committed to the transcribed series, *Eye Witness News*, every merchandising effort was put behind it. What was worth doing at all, was worth doing well! Here was a program based on eye witness stories turned in by ASSOCIATED PRESS reporters. Here for the first time in the history of the world, which is largely a history of wars, was a transcribed document with every word authenticated from factual ASSOCIATED PRESS files.

Twenty-five hundred ASSOCIATED PRESS correspondents who eye-witness our boys at the front send the material for these programs. When U. S. bombers over Midway drove off the Japs with relentless fire, AP eye-witnessed this heroic achievement which is authentically dramatized in the first program.

While the public is hungry for word from the men who have actually seen our boys at the front, LASALLE AND KOCH had the problem of not only acquainting the public with its new show, but also it had to create enthusiasm among its own personnel if the show were to be a success.

The printed-page end of the merchandising job was taken care of through newspaper advertising and publicity. Customarily, the company uses full-page spreads in the daily newspapers. On the Sunday the program was inaugurated, and on the preceding Thursday and Friday, an eight-column banner was spread across the top of the lead advertisement. Spotted throughout the paper were four-inch ads. Splashy banners also appeared across the advertisements in the Toledo Shop-

A Secret!

Successful Radio Shows
at Store, Toledo, Ohio

pers Guide, and the new program got a hefty plug in this paper's radio column.

Display signs were used throughout the store and in the elevators. A full display window on the busy arterial corner was built to stay in place for some time, with a weekly change of copy for the thousands of pedestrians who pass. To round out this phase of its merchandising, LASALLE AND KOCH used courtesy plugs on WSPD open spots.

In creating employee interest, LASALLE AND KOCH also went *all out*. One entire column of a weekly two-page mimeographed newspaper, *Lookie*, which employees publish, was devoted to the series.

Further, realizing that word of mouth advertising is a potent factor, LASALLE AND KOCH arranged a luncheon for 30 of its employees. These guests were not just department heads and buyers; from every section of the store came sales people, office clerks, and maintenance men. Speeches were out! After a brief explanation of the plans the company had made, the luncheon guests went for

a walk. They walked right down the street for two blocks and were given a "preview" at the WSPD studios.

After the audition, when the guests went back to the store, word of the program swept through the establishment like a grass fire on the open prairie. Sales people began telling customers and each other about it. The stage was set for a tremendous listening audience the very first time the show was aired.

When LASALLE AND KOCH determined to present the feature as a public service, it also decided that the copy should be in line with this idea. On its first program it presented a plea for old furs, urged listeners to either bring in their old cast-off furs, or phone for a truck pick-up. Once assembled, the furs were turned over to the War Emergency Board of the fur industry to be made into fur-lined vests for merchant seamen. Total message was limited in two spots to less than two minutes.

In its second program, listeners heard a plea for books for men in the armed services. Books could be brought to the store, which was acting as a collection depot for the American Library Association, or LASALLE AND KOCH would send a truck for larger donations. Other programs tied-in with the War Chest campaign, Salvage Drive, War Bonds and other patriotic activities.

LASALLE AND KOCH have every reason to believe that the program did the job it was planned to do. However, instead of letting it build slowly, LASALLE AND KOCH gave it the advantage of a kick-off of aggressive merchandising.

● Luncheon guests got a preview of the LASALLE AND KOCH new WSPD radio offering.





Style TONE Sets Dial TUNE

Radio a Direct Selling Media, Also Puts Fashion Message Over
Says Fred E. Bloom, President of The B & M Store, Peoria, Ill.

THE popularity and circulation of great fashion magazines like *Harper's Bazaar*, *Vogue* and *Mademoiselle* indicate the vast amount of public interest in fashion. Equally convincing is a study of newspaper women's pages with their columns of fashion and beauty information. Above all, it is only necessary to study reader interest in department store advertisements.

The fact that stores find informative labelling, exterior and interior display, fashion shows, fashion training for advertising and apparel group personnel, and other not uncostly devices a matter of competitive necessity, is proof that merchandisers are aware of the fact that their customers want to see and hear as much as possible about the merchandise on sale. Expensive services are purchased by all leading stores analyzing

the fashion trend, deducing and building up seasonal colors, silhouette, waistline, skirt length, trim and so forth. Stores, through their own fashion and merchandise offices, are coordinating closely the efforts of dress, suit, coat, millinery, and all accessory departments.

That radio can do its part in putting the fashion message across is the experience of THE B & M, Peoria, Ill. Publicity that is forceful enough to add cash to the till, dignified enough to stress the high quality of all merchandise handled in the store, and still present fashion news in such an inviting manner that women tune in especially to hear it, is the type of radio advertising that THE B & M has used successfully throughout the last seven years; a 6-day a week program, each day accenting a definite department, a definite item.

● Just as its store window displays promote the fashion note, so does The B & M radio program stress styles, trends, and merchandising tips.

This five-minute daily fashion bulletin has the advantage of more than a direct selling medium, for it is a program of general fashion interest. Buyers request certain days for promoting certain merchandise, and the days these items are aired they are given prominence in departmental or window displays to tie in THE B & M with its *B & M Messenger* program.

THE B & M daily radio program is presented at 9:30 A.M. over WMBD, with WMBD's women's program director Murray Knight preparing the continuity and presenting the show. The program has the advantage of the morning hour, a time when women still can plan to go shopping, yet it is after the time the children get off to school and the rest of the family members off to business. While THE B & M began to advertise over WMBD in 1931, its fashion type of advertising has been on the air continuously since the fall of 1935.

Although a special department or definite selling items are used each day, occasionally a store-wide sale is featured. At such time, *The B & M Messenger* dramatizes a shopping expedition from floor to floor, highlighting the important sales items. On holidays, appropriate continuity is used to carry the store through the occasion, and at these times, no selling copy is used. A city-wide sale of War Bonds, or other patriotic community enterprises also have a part in this program.

In the day-to-day continuity, the technique is simply the dramatization of merchandise information in a way that appeals to the average woman, and the

pointing-up of essential and unusual merchandise detail. And it is all accomplished without benefit of recordings, miscellaneous sound effects, or other flotsam and jetsam which often encumber shows of this type.

We feel that in radio, there is an unexcelled vehicle for dramatizing the story behind merchandise. Miss Knight can be as personal, as delightfully intimate as any girl over a luncheon table: "My dear, pull up close and get an earful of this!" And her audiences love it!

How fashion notes and direct selling

President of The B & M Store, Peoria, Ill., since 1938 is Fred E. Bloom, shown above. Fluent in his praise of what radio advertising has done for his organization, merchandiser Bloom personally approves the allotting of air space to the various departments each week.



Owned and completely operated by the Bloom family since its inception, The B & M has been known as a quality store throughout its 53 years of service to Peorians and Central Illinois residents. B & M has always been located at its present site in the heart of the Peoria shopping area, has outfitted several generations of families in its departments. Not a department store, but a complete apparel store for men, women and children, it has three full floors of such merchandise. Modern improvements keep the store comfortably modern, give customers a properly lighted, air cooled store.

are accomplished in the brief span of five minutes is exemplified by the excerpt from the script included here:

"Contrary to the thought that many women had that the new WPB regulations would affect fall fashions to such an extent that the matronly figure would suffer . . . it did just the opposite. The *you can do this* and *you can't do that* of Government ruling, new to Americans has so far brought only a stepping-up of design ingenuity. In styles for matronly sizes, regulations actually have wrought an improvement, for the slenderized silhouette based on less yardage is eminently flattering to the fuller figure. In coat fashions for the hard-to-fit woman, at The B & M, the sizes are always complete. For years The B & M has specialized in fitting the matronly figure and has a larger selection of smart styles in larger sizes than any place else in Peoria. They made a careful study of this group and the result has been a specialized knowledge of the requirements of flattering the woman who is not a *perfect 36*. For years the clothing industry shut its eyes to the fact that most women in America, are larger, or shorter than the wax figures which typify them to the dress trade. This year, suddenly concerned for the amount of waste resulting from the fact that nearly \$100,000,000 is spent yearly in alterations, official Washington ordered the elaborate measurement of some 15,000 women, and announced the startling findings that only one woman out of 20 had the ideal proportions upon which the entire dress industry is based.

"This fact, I'm very proud to report has been known by The B & M for many years, and they have always had a good selection of clothes that will make the most, or I should say the least of the measurements of a 38 to 50. For instance, take a casual coat . . . many larger women have felt that they couldn't wear this style, and yet, The B & M has plaids and shadow plaids that are not only becoming to them, the careful tailoring accomplishes a slenderizing effect. Untrimmed coats and fine knitback fleeces are also carefully designed for the heavier figure . . . and the collection also features untrimmed dress coats and plenty of luxuriously fur-trimmed coats.

"If you need a new coat this year, and you are hard to fit, it would be wise to select it early . . . then if it's necessary to order a special size or style for you, the B & M can get it for you before the materials are used up and before you need it. And remember that no matter what your size may be, or what type of coat you prefer, the coat department at the B & M on the third floor has individual and becoming styles in the finest quality fabric!"

There is, of course, a very definite direct selling value in this type of program. Requests for such items as listeners hear described on the morning program follow by mail, phone, or in person. Response like this keeps the program alive in the minds of buyers and the advertising department, thus winning for radio a definite place when store-wide or departmental promotions are being planned.



RADIO, like any other advertising medium, has to be used intelligently if it is to be used successfully, and in taking full advantage of the medium, the department store must consider its community, and its place in that community. No two stores are likely to be faced with identical problems, and it is the job of each store to adopt a program or programs best suited to its immediate needs.

It may be that emphasis is to be placed on merchandise or a promotional idea from a single department or division; it may be that merchandise from the entire store is to be advertised, or it may be that a store service is to be promoted. Every city, every store, every department and service, every type of customer audience will cause variance in program treatment.

Consider, for example, the WILLIAM D. HARDY DEPARTMENT STORE in Muskegon, Mich. In its community, the business district consists largely of small, independent merchants with limited budgets. Ten years ago countless men who said, "Radio won't last in Muskegon," are listening to their own merchandise being offered on the air!

M Minute Merchandise Mover

Radio Spots Plus Special Shows Pull No Punches on Value Stressing for Hardy's Department Store, Muskegon, Mich.

HARDY's understood that radio, like newspaper advertising, is more effective when used in some ways than in others. As Muskegon's largest quality department store, HARDY's felt that it did not need to invest great amounts in sponsored programs. Because of the size of the city, and the lack of tough competition from other merchants, a different approach was needed.

Out of this, HARDY's evolved its own approach to the problem of radio. It uses radio as a merchandise-mover, and experience has indicated that radio is of most value to HARDY's in moving merchandise and stressing values.

HARDY's method is to call on radio for the quick movement of specials and to announce attractive price reductions. When HARDY's prepares for its big four-day semi-annual sale festival, radio plays a major role. Radio's job, at such a time, is to keep reminding customers of each day's offerings, and of the store hours. Long after they have folded their newspapers, customers are still reminded of *Hardy Day* through their loudspeakers.

HARDY's wastes no time citing telephone numbers, addresses or needless recommendations. Because it feels that it is well enough known to state its sales story without build-up, its commercials are straightforward, dignified and free of ballyhoo. Whether it is a sale or just

a good daily bargain that listeners hear advertised over WKBZ, the HARDY commercial promises value received, with the understanding that the intelligent customer will recognize, and pay for quality.

HARDY's day-by-day WKBZ radio time is devoted largely to spots of the 100-word variety, with a sponsored newscast added for special occasions. Last Christmas, for example, HARDY's presented two radio series. A noontime program featuring organ melodies advertised a different type of merchandise from different departments each day.

Its after-school program for children featured short-wave contact with Santa Claus at the North Pole. Letters came from hundreds of boys and girls in Western Michigan, and those from obviously needy youngsters were turned over to charities for attention. Advertising devoted to children's toys and apparel was worked into the body of the script on this afternoon feature.

In every case, merchandise manager Bert S. Mikol decides what will be the radio feature or features of the day. While the store does not use radio for institutional purposes, timeliness which makes radio effective for pushing *specials* makes radio a powerful merchandise-mover. Which after all, is why a store is in business; to sell merchandise.



JULY 1, 1941, LANE BRYANT of New York purchased the W. H. ROLAND Store in Springfield, Ill. This women's and children's apparel specialty store, which had been operating at the corner of 6th and Adams for 20 years, became at that time, the eleventh in a group of stores known as the NEWMAN-BENTON group. All of them are located in the Middle West, all specialize in junior and misses' apparel and accessories, and all are exclusive agents for LANE BRYANT slenderizing apparel.

Shortly after its purchase, LANE BRYANT launched upon an extensive remodeling program which included a completely new exterior and interior. As this remodeling program developed it became necessary for the store to formulate a streamlined promotional policy. It was quite natural that the management turn to radio as one of the means of advertising. Contrary to the opinion of some apparel merchants that newspapers are the only productive means of promoting style merchandise, the ROLAND management felt that every means of promotion must be used to make this store the outstanding fashion store it was destined to be.

While the store remodeling was just beginning, ROLANDS contracted for a semi-weekly WCBS program called *Rolands Fashion Roundtable*. Monday and Thursday evenings from 9:30 to 9:45 P.M. fashions of the moment were discussed in a very matter of fact way

News Ride

Streamlined Policy Prom
On the Hour for Rolands,

with the various store representatives. One week the program might be devoted to junior dresses, with participants including the manager of the junior dress department as well as the fashion floor manager, the advertising manager, and the general manager of the store. In a six months period every corner of the store from *infants' wear* to the *stout* LANE BRYANT sections was covered. Because the broadcasts were designed to be interesting to the listener, the program

● For its first plunge into radio, ROLANDS used a *Fashion Roundtable*. Personnel on this particular broadcast include, *left to right*, Robert Gill, basement manager; Larry Wollan, ROLANDS manager; WCBS announcer and moderator John Corrigan; Mrs. Blanch Blair, fashion floor manager; and Eldon Campbell, first floor manager.



● *Left . . .* Behind the streamlined 20th century appearance of the ROLANDS store is an equally modern promotional policy which makes full use of radio as an advertising medium.

● *Right . . .* To help listeners fix the point of origin, ROLANDS broadcast its newcasts for two weeks from its corner window, with Campbell Miller its commentator and analyst.

Fashion Tides

Merchandise With News
Store Manager L. A. Wollan

was of value in establishing the store as an authoritative fashion center.

Carried out throughout the entire series was the store advertising theme: "*Rolands . . . A Store of Youth . . . A Store of Fashion.*" In fact, this discussion program went so far as to discuss such things as credit and its relationship to the consumer, and what the consumer thinks about advertising. In these instances, outstanding men not connected with the store were guests on the

panel discussion. When national fashion and style authorities, or business executives of the corporation were in the city, the programs were centered around topics in which these guests were specialists. For holidays such as Thanksgiving, Christmas or Lincoln's Birthday a special program of civic or religious significance that was purely institutional in character was presented.

With the grand opening of the store ROLANDS decided to conduct a 30-minute broadcast direct from the store in which the mayor as well as other notables spoke. Two prominent orchestras added a festive touch. With the background of orchestral music, the fashion floor manager of the store described a style show to the radio audience. The entire opening event was indeed a very thrilling one; 7,000 Springfieldites participated, and the entire four floors of the store were so jammed with people that fire marshals had to prohibit further entry into the store.



Following up this special opening event broadcast, the management has conducted several other special style show broadcasts, including the fall opening.

With the increasing importance of reaching more and more people in Springfield and its surrounding territories, ROLANDS turned to what they believe to be the most productive time it could purchase over the radio to put across its message as the store of youth and fashion. It took on the exclusive sponsorship of all news broadcast over WCBS for a period of 52 weeks, for there is one belief that the ROLAND organization has in regard to the use of

Energetic store manager Larry Wollan got his merchandising training in the school of experience. After graduating from Mechanic Arts high school in St. Paul, Minn., he enrolled for evening classes in law, did a full day's job as stock room boy for the Golden Rule department store before class each night. While he came off with a diploma, the ex-stock room boy gave up the thought of practicing law, worked his way up to that of divisional merchandise manager of 17 departments. As merchandise manager for quality women's wear store Field-Schlick he polished off his St. Paul career.

radio; that radio as an advertising medium has little or no value unless its use is constant and continuous.

With the signing of this new contract, ROLANDS took to the air 18 hours a day, every day. Its slogan: "*Rolands brings you the news 18 hours a day, every day over WCBS.*" Its newscasts begin with these words: "*It's ——— P.M. and time for the news brought to you by Rolands, a store of youth, a store of fashion.*" On each five-minute newscast there is one commercial averaging 60 words inserted in the middle of the newscast. On the 15-minute newscasts there are two com-

mercials, one each at the five- and ten-minute mark. Newscasts close with the phrase: "*Remember, Rolands bring you the news 18 hours a day, every day, over this station. Your next Rolands newscast will be at ——— P.M.*"

The type of commercials to be used over these newscasts has been a subject of considerable controversy, but the management has adhered to a typical style message designed to create a definite style acceptance of the store and not designed to create an immediate and direct response that day or the next. While price or price ranges are quoted on almost every commercial, there is no stress made on the price story.

It has always been the policy of the ROLAND management to devote a considerable portion of its radio commercial to institutional and general copy. For example, it is interesting to note that at 7:00, 8:00 and 10:00 A. M. on a Sunday morning, ROLANDS used the following commercial:

"Why not go to church, somewhere, this Sunday morning. Whatever your religion, your creed, your hopes and prayers, bring them closer by your attendance at divine worship. And in the churches of our faith, let us fervently pray that this mighty scourge of war will speedily pass away. And, in its passing, leave to all men, everywhere, the right to worship their God in the manner of their choice. And so, we say to each of you: **GO TO CHURCH, somewhere, this Sunday morning.**"

When the news broadcast was first launched, ROLANDS used its corner window on 6th & Adams streets for a period of two weeks from which to broadcast. The window was backgrounded with the map of the world, and in the window were a series of microphones, news tables and teletype machines. Loud speakers were set up outside the window and every newscast during that two weeks period attracted large groups of people. This extra promotional activity served to instill in the minds of the Springfield people that it was ROLANDS that brought them the news.

ROLANDS is convinced that radio is a very definite and permanent part of its promotional policy. Radio has served the purpose for which it was intended, and its continued use will further help to sell consumer acceptance for this new fashion center.



New radio programs worth reading about. No result figures as yet.

Department Stores

TRUE DETECTIVE MYSTERIES With transportation and tires wartime scarcities, civilians will willy-nilly take advantage of shopping in their own immediate communities. To turn the steps of factory, shop and war industry workers into its doors, the EAST OAKLAND TRADING Co., Oakland, Cal., took to the KROW airwaves. Its slant to workers in Oakland's industrial section: "*Shop in the district and save a great deal.*"

Sales approach for the EAST OAKLAND TRADING Co. has always been one of the *friendly store*, and it has with malice aforethought avoided the smart atmosphere of the downtown department store. Wartime theme song: advantages of shopping at a complete store in a localized community.

With *Songs of the West*, sponsor got its radio baptismal, was thoroughly converted when it expanded its schedule with *True Detective Mysteries* over the same station. Adapted from *True Detective Mystery Magazine* is each 30-minute weekly transcription. Commercial copy hammers home the institutional angle.

Showmanotions: window cards, newspaper space, and motion picture trailers in neighborhood theatres primed the well of public interest.

No Sherlock Holmes is owner R. C. Kletzker, but he tracked down one of the greatest factors in the show's success. His comment: "Although many of my customers have mentioned the program, it seems to me that one of the most gratifying indications is the interest and en-

thusiasm shown by every one of my employees in our show."

AIR FAX: First Broadcast: August, 1942.

Broadcast Schedule: Sunday, 5:30-6:00 P.M.

Preceded By: Music.

Followed by: News.

Sponsor: East Oakland Trading Co.

Station: KROW, San Francisco-Oakland, Cal.

Power: 5,000 watts.

Producer: Bernard Zisser Co.

COMMENT: In planning an institutional series of radio broadcasts, sponsor here began at the right point; within its own personnel. Certainly the battle is half won if a sponsor first creates enthusiasm and interest among its own employees.

Department Stores

THE SINGING MASTER While the old-fashioned barber-shop quartette may now be *passe*, modern living has not put a damper on man's vocal chords. The urge to make melody is still as strong today as it was in the days when singing societies were one of the chief forms of recreation.

With emphasis on the fact that *it's fun to sing*, STRAWBRIDGE & CLOTHIER, Philadelphia, Pa., department store, offers actual instruction in the vocal art in an audience participating show heard over WFIL. Starting in the WFIL studios, program soon moved over to STRAWBRIDGE & CLOTHIER's dining room. At each broadcast a packed studio audience of 100-plus learns from choral director and vocal teacher Dr. Clyde Dengler, how not to trill, tremolo, etc. To apt pupils, *The Singing Master* gives cash prizes for good singing, correctly answered questions, etc.

Singing points and special renditions are given during the broadcast by Dr. Dengler's *Singing Master Quartet*, and by special groups of singers invited to participate in the program. Studio music makers are also called upon for both solo and ensemble work. Tickets to the broadcasts are distributed free to would-be *high-C-ers*. Institutional commercial announcements tie-in with the musical nature of the program.

AIR FAX: Courtesy announcements call attention to the program. Other promotion: platform posters and car cards for distribution to trolley, El train, and bus. Newspaper advertisements are also regularly used.

First Broadcast: March 2, 1942.

Broadcast Schedule: Monday, 7:00-7:30 P.M.

Preceded By: Lowell Thomas.

Followed By: The Lone Ranger.

Sponsor: Strawbridge & Clothier.

Station: WFIL, Philadelphia, Pa.

Power: 1,000 watts.

Population: 2,081,602.

COMMENT: Educational broadcasts of this type which also provide both listeners and studio participants with entertainment are coming into their own. As wartime restrictions tighten, the public will rely even more heavily on just such forms of recreation. While straight singing lessons may appeal to a relatively small group, the entire listening *aivea* is interested in how experts and amateurs alike do it.

Department Stores

STORY TELLER That radio can do both a selling and an institutional job for department stores is the experience of more than one merchandiser. Trick for the H. C. CAPWELL Co., Oakland, Cal., serving a metropolitan area of nearly

700,000 people: to use two separate and distinct KROW shows to fulfill two separate and distinct jobs.

For merchandising, CAPWELL uses *Barbara Lee Hi-Lites* each week-day morning at 10:30 A.M. Woven into the merchandise sales story are gossipy bits on this-and-that. Behind the femme chit-chat stands the *Barbara Lee* personality that is CAPWELL's private trademark.

To achieve its institutional advertising, CAPWELL's reaches the home through the children, attracts attention to its efforts by stories for *upteen* sub-teen children. Woven into the story is a thread of historical fact about music, composers, and opera. Combination of story telling and musical appreciation has won the plaudits of parents, and the support of libraries, other interested groups.

Pattern for each show is cut to fit the institutional cloth. *Example:* in the story of how Beethoven wrote the *Moonlight Sonata* was woven the story of a blind girl who could never see the sunshine and beauty around her. Beethoven met her, brought happiness to her in his musical story of the beauty of the night. As the tale is told, the particular musical composition fades in, is completed.

AIR FAX: Other programs which this sponsor has used include a Saturday morning *Hobby Parade*, and *Great Singing*, featuring classical records.

First Broadcast: September, 1942.

Broadcast Schedule: Monday through Friday, 5:00-5:15 P.M.

Sponsor: H. C. Capwell Co.

Station: KROW, San Francisco-Oakland, Cal.

COMMENT: While sponsors of programs of this kind can't count on children listening in big numbers, parents will and do listen with interest, also give the nod of approval to sponsor and his merchandise. Especially in these times, the institutional angle is no Hobson's choice.

● KROW story teller Nelda Ormiston beams the H. C. CAPWELL CO. series at the little tykes in the music lesson taking stage.



Dry Goods

WOMEN IN THE NEWS A recent survey reveals that sex determines reader interest in pictures. Women look first at pictures of other women. Contrary to popular belief, men also look first at pictures of other men. Likewise, women radio listeners are most apt to be interested in others of their own sex who are in the day's news. That's where **SNIDER'S COTTON SHOP**, Danville, Ill., comes into the picture.

Three times a week, **SNIDER'S** presents this **UNITED PRESS** five-minute daily feature over **WDAN**. One or more women who have rated the day's headlines get the spotlight from **WDAN's** program director Cody Noble. A brief biographical sketch of each dresses up the newsworthy facts.

Dressed up, too, are the 15-sec. open and close commercial, and the 30-sec. center commercial. Fashion plugs for **SNIDER'S** are tied up with the women's news of the day.

AIR FAX: First Broadcast: May, 1941.

Broadcast Schedule: Monday, Wednesday, Friday, 8:55-9:00 A.M.

Preceded By: Jake's Chatterbox.

Followed By: Hymn Time.

Sponsor: Snider's Cotton Shop.

Station: **WDAN**, Danville, Ill.

Power: 250 watts.

Population: 36,765.

Producer: United Press.

COMMENT: News services provide a variety of daily features which may be adapted to many different types of business enterprise. Such shows have a hot-off-the-wire appeal, are relatively inexpensive.

Women's Wear

KNOW YOUR FURS While births, other anniversaries may be gala days for women generally, one red letter event usually chalked up on the calendar is the moment a woman struts out of a shop with a new fur coat. Always interesting to feminine listeners are such topics as *Fur Style Trends for the Season*, comparative durability of various furs, the romance of furs, and related topics.



● Flowers bedecked its interior when **ROSENTHAL'S LADIES TOGGERY** took down its shutter, was bowed in as Greenville's (Miss.) newest retail establishment. In step with the times, **ROSENTHAL'S** soon become **WJPR's** newest radio advertiser.

To sell more of its furs, to create good will and prestige, **ROSENTHAL'S LADIES TOGGERY** began its Greenville, Miss., fall season campaign with *Know Your Furs* on **WJPR**. Newspaper space and store window display promoted the five-minute transcribed feature heard twice weekly on a 13-week contract. Listeners heard fur authority Walter J. Horvath discuss furs from A to Z.

AIR FAX: First Broadcast: August 11, 1942.

Broadcast Schedule: Tuesday and Thursday, 10:30-10:45 A.M.

Preceded By: Music.

Followed By: Music.

Sponsor: Rosenthal's Ladies Toggery.

Station: **WJPR**, Greenville, Miss.

Power: 250 watts.

Population: 20,000.

Producer: Kasper Gordon, Inc.

COMMENT: Not without advantage to a sponsor is a show which ties-in directly with the product the program merchandises. Sponsor here has the advantage of a nationally established authority on a topic of general feminine interest.

Gift Shops

QUEEN'S HOUR Up through the dark ages of man's history there has been one

sustaining force, *religion*. Today, many of the reasons for the ritual by which man expresses his faith are lost to all but the antiquarian.

When the CATHOLIC GIFT SHOP, Minneapolis, Minn., took to the airwaves it set out to answer these and other questions in its quarter-hour program. Every Sunday afternoon listeners hear "*Words, music and the voice of Doug Meljus*." Religious and semi-religious poetry is also read with appropriate musical background. Interviews with priests are a part of the format. At the midway point five short announcements of parish activities of general interest are read.

Special promotion: letters to parishes in the diocese listening area announced the program, asked for announcements of parish activities. Public promotion included window cards, newspaper announcements, notice in church news organs and station courtesy plugs.

AIR FAX: Short, snappy commercials plugging one item make up the selling message.

First Broadcast: February, 1941.

Broadcast Schedule: Sunday, 2:45-3:00 P.M.

Preceded By: Halls of Montezuma.

Followed By: Music.

Sponsor: Catholic Gift Shop.

Station: WLWL, Minneapolis, Minn.

Power: 1,000 watts.

Population: 488,687.

COMMENT: An informational program of this kind is almost certain to earn the approbation of the religious leaders of the community. Announcements in church news magazines help to build up quickly a listening audience of sizeable proportions.

Home Furnishings

BROADWAY CANTEEN Wartime creates new radio listeners, new sponsors for commercial programs. One war-born listening group is the service man in camps the country over. Getting together with this radio audience is specialty home furnishing store UNION-MAY-STERN. In *Broadway Canteen*, UNION-MAY-STERN goes on the air in the St. Louis, Mo., area for the first time, selected KSD as its exclusive radio outlet.

To carry out the program in theme and in name, popularity polls from serv-

ice men in camps all over the country determine which recordings will be used on this quarter-hour musical show of popular recordings. On a six times a week *sked*, KSD staff member Ron Rawson comes to the mike to announce musical hits.

AIR FAX: *First Broadcast:* August 31, 1942.

Broadcast Schedule: Monday, Wednesday, Friday, 6:30-6:45 P.M. (CWT); Tuesday, Thursday, 5:15-5:30 P.M.; Sunday, 12:45-1:00 P.M.

Sponsor: Union-May-Stern Co.

Station: KSD, St. Louis, Mo.

Power: 5,000 watts (d).

Population: 1,141,593.

COMMENT: Safe bet for a new-to-radio sponsor who wants to profit from the advertising value of radio is a musical program of almost any kind.

Women's Wear

YOU CAN'T DO BUSINESS WITH HITLER

Millions of starving people in conquered countries have felt the heel of the Nazi goose-step. Everything the Allied Nations have at their command is available to stamp out the aggressor. In Hamilton, Ont., the LIBERTY WOMEN'S WEAR STORE added its *amen* to the peoples of the world who maintain that *You Can't Do Business With Hitler*.

Produced by the U. S. Office of Emergency Management, Division of Information, the transcribed series brings to life the experiences of Douglas Miller as American Commercial Attache in Berlin during the rise of Nazism. LIBERTY presents the quarter-hour series as an institutional gesture over CKOC on a two-a-week *sked*.

AIR FAX: *First Broadcast:* October, 1942.

Broadcast Schedule: Tuesday and Friday, 8:00-8:15 P.M.

Preceded By: Lone Ranger.

Followed By: Tuesday, Music; Friday, *Jesting with the Jesters*.

Sponsor: Liberty Women's Wear.

Station: CKOC, Hamilton, Ont.

Power: 1,000 watts (d).

Population: 155,547.

Producer: U. S. Dept. of War Information.

COMMENT: Putting fight into civilian populations is an important part of commercial radio today. For the sponsor, it is well to remember that the *fighter* of today is the *buyer* of tomorrow.



PROOF O' THE PUDDING

Results based on sales, mails, surveys, long runs and the growth of the business itself.

Department Stores

IRISH HOURS Sons and daughters of Eire may wander far from the Shamrock shores, but begorry an Irishman never forgets his native land. In Philalelphia, Pa., where there are more sons of Erin than you can shake a stick at, radio listeners pass many an *Irish Hour*. Plain as the map of Ireland to its participating sponsors is the pulling power of the program.

To a St. Patrick's Day offer of a map of Ireland, complete with geneological origin of all Irish names, came 15,000 requests. Standing offer on the show: a complete history of any Irish name. Inquiries to date: 10,000. Sold on the program over a period of a year: 3,000 bunches of imported shamrocks, more than 1,500 *Irish Song Books*, and some 10,000 tri-colored badges for wear on St. Patrick's Day. Proof that good Irishmen are also good Americans: more than 5,000 U. S. flags in the form of transparencies were given away on two broadcasts.

AIR FAX: No radio newcomer is the *Irish Hour*. The Monday and Friday *Irish Hours* have been on the air for the past 15 years. Featured is Irish-as-the-Blarney-Stone announcer and cinematographer Pat Stanton. Sharing the spotlight is the *Four Provinces Irish Orchestra*, a seven man combination.

First Broadcast: 1927.

Broadcast Schedule: Monday and Friday, 7:00-8:00 P.M.

Preceded By: News.

Followed By: News.

Sponsor: Walsh's Department Store; Brady's Home Furnishings; Select Fashions, Ladies' Apparel; O'Malley Coal; Fels Naphtha Soap, S. K. Miller Shoes; Finnaren & Haley, Paints and Glass; Horn & Hardart Restaurants; Morton's Jewelers.

Station: WDAS, Philadelphia, Pa.

Power: 250 watts.

Population: 2,081,602.

COMMENT: Many sponsors have successfully established tremendous business volumes with programs which catered to specific nationality groups within their communities. For the doubting 'Thomas', the responses here to repeated giveaways and special offers indicate what audience potentials are.

Dry Goods

PATTERNS IN MELODY That patterns in fabrics suggest tempos in music is the program pattern for the JUNKIN DRY Goods Co.'s weekly show over KGNC, Amarillo, Tex. That *Patterns in Melody* also suggest patterns in buying to radio listeners is the experience of this sponsor.

Evidence that *Patterns in Melody* sells merchandise: one out-of-town visitor heard a broadcast featuring HUDSON BAY BLANKETS, bought two the next day. When program reminded another listener of a needed fabric, she suited action to word by telephoning the store immediately.

Unique in that it is the only store of its kind in and around Amarillo, JUNKIN's sells yard goods, upholstering materials, patterns and dressmaking equipment, curtains, blankets, draperies and slipcovers.

AIR FAX: Quarter-hour show features music which ties in with sponsor's merchandise.

First Broadcast: September 12, 1941.

Broadcast Schedule: Friday, 8:30-8:45 A.M.

Preceded By: Breakfast Club.

Followed By: Breakfast Club.

Sponsor: Junkin Dry Goods Co.

Station: KGNC, Amarillo, Tex.

Power: 5,000 watts (d).

Population: 51,792.

COMMENT: Sponsors get maximum results from a minimum of expense in a program series of this kind. That the show reaches its feminine audience at a time



when week-end shopping plans are being made is another gold star to its credit.
SAMPLE SCRIPT AVAILABLE.

Department Stores

HOLD THE PHONE, PLEASE! When BURR'S DEPARTMENT STORE, Elk City, Okla., asked its first KASA radio listener to *Hold the Phone, Please!* it started a connection which upped sales volume 93 per cent for 1941 as against the same period for 1940. Satisfied that listening habits and buying habits go hand-in-hand is store manager W. Harold Wade.

As many as five studio telephone calls are made in the quarter-hour show. Offered is a one dollar store prize and a greenback jackpot. Store prize goes to the person dialed. To claim the jackpot, person telephoned must give the key word which proves than she is listening to the program. Changed each day is the key word.

When telephone contact is not established, or if housewife cannot identify the program, jackpot is sweetened by 50 cents. Telephone calls are picked at random from those who leave name, address and telephone number at BURR'S.

New twist to commercial copy: opening commercial and prize giving commercial are worded in rhyme. Special sales are pointed up on show, and prices quoted on most attractive values.

AIR FAX: First Broadcast: July 7, 1941.

Broadcast Schedule: Monday through Saturday, 8:45-9:00 A.M.

Preceded By: News.

Followed By: Devotional.

Sponsor: Burr's Department Store.

Station: KASA, Elk City, Okla.

Power: 250 watts.

Population: 7,432.

COMMENT: That prizes need not be large to attract the attention of bargain loving Americans is indicated by the success of this show. A sales increase of 93 per cent speaks with authority in any man's language.



Department Stores

SALLY FLOWERS Handing posies to *Sally Flowers* are the H. I. JAFFE ASSOCIATED STORES, Virginia and North Carolina department store chain. When subsidiary firm, FREEMAN FUR SALON, Newport News, Va., launched a *sell-out* sale, used the WGH program in Norfolk, Va., as the advertising medium, Freeman's buyer had to make a double-quick trip to New York City. Reason: quick-as-a-wink, stock was depleted, had to be replenished so the sale could continue to its announced closing date. JAFFE also uses the show to sell clothing and furniture.

AIR FAX: Hillbilly and cowboy songs are interspersed with informal and humorous ad libbing done country style by Sally Flowers. Sally also indulges in cross-fire with staff announcers and station personnel who are encouraged to wander into the show. At least once a week, Sally sallies forth to make a personal appearance in South-eastern Virginia or Northeastern North Carolina. With her goes a hillbilly orchestra, a guest artist or two. Personal appearances are plugged only on the radio program but it packs them in.

Broadcast Schedule: Monday through Saturday, 11:15-1:30 P.M.

Preceded By: Matinee Melodies.

Followed By: Front Page Farrell.

Sponsor: H. I. Jaffe Associated Stores.

Station: WGH, Norfolk, Va.

Power: 5,000 watts.

Population: 184,949.

COMMENT: Music and words in the language of unpretentious people have long been the friends and old-standby of vast numbers of the radio audience. Sponsors who adapt their radio campaigns to the particular needs and interests of the specific audience they want to reach find that planned radio of this kind pays.

In the last analysis, people listen to *programs*, and the programs that keep them tuned in are those which give them the kind of entertainment and information that most interests them. Definitely on the increase with civilian soldiers in search of recreation and relaxation is interest in light music of all kinds.

WHAT THE PROGRAM DID FOR ME

This is the businessman's own department. RADIO SHOWMANSHIP invites radio advertisers to exchange results and reactions to radio programs for their mutual benefit.



Department Stores

STREAMLINED FAIRY TALES "We now have a mailing list of over 1,000 children as the result of the program which has been on the air over WFIL for approximately ten months. The time has been changed recently from 5:30 P.M. to 5:00 P.M., with no change in fan mail, but probably the reason for such stacks of fan mail is that we organized the *Magic News Club*.

"If a child sends his name and address, he becomes a cub reporter; if he sends in a story or poem he has written, a drawing, puzzle, or other contributions of that nature, he becomes a star reporter. Every month the writers of the three best letters are made chief reporters, and win five dollars in War Savings Stamps.

"*Behind the scenes:* the children come up to see the *Magic Lady* constantly; whatever they buy in the store, they either show it to her, or write about it. Too, we have done a big *Junior Bond Drive*, and at least 90 per cent of the members own bonds; others even spend ten per cent of their weekly allowances on War Savings Stamps.

The radio program originates from the New Business Department as all promotional activities fall in this office with the exception of newspaper advertising. The commercials are written and read by the *Magic Lady*, myself, and all the commercials are written for the child. In the case of this program, the series is sponsored by the candy department within LIT BROTHERS."

HARRIET JEANNE BALMER
Lit Brothers
Philadelphia, Pa.

AIR FAX: Modern versions of well-known fairy tales transcribed by the *Koralites* is heard for Lit Brothers over WFIL on a three-times a week *sked*. Available in this H. S. Goodman series: 60 quarter-hour shows furnished with or without a Christmas tie-in.

Tie-in with the *Magic News Club:* a four-page mimeographed monthly news sheet. Winners of the month are announced, and best letters, drawings, or puzzles, are reproduced with credit-lines for their authors. A *Personal Column* gives news items on club members, and there is also store promotional copy.

Now in its third rerun of the series, Lit Brothers originally took on sponsorship as a Christmas promotion.

First Broadcast: November, 1941.

Broadcast Schedule: Monday, Wednesday, Friday, 5:00-5:15 P.M.

Followed By: Children's Hour.

Sponsor: Lit Brothers.

Station: WFIL, Philadelphia, Pa.

Power: 1,000 watts.

Population: 2,081,602.

Producer: H. S. Goodman Radio Productions.

COMMENT: Without question, department stores who employ radio specialists on their own staffs to coordinate and direct radio efforts are most successful in this advertising medium. Also, these stores are most apt to merchandise their programs in such a way as to create sustained listener interest. Here is a sponsor who uses *showmanship* to *institutionalize* and *departmentalize* its radio offering to good advantage.



Department Stores

AROUND THE TOWN WITH CAMILLE BROWN "We have found this means of advertising unusually successful. Mrs. Brown has built up an audience of all ages, both sexes and every class.

"The success of her program is proven by the fact that it has been a daily fea-

ture for 10 years. The local press refers to Mrs. Brown as 'the most quoted woman in Central Alabama,' a statement which is readily understood when you hear her on the air. She has that rare gift: *Radio-Personality*."

H. C. SHANN

President

Montgomery Fair Co.

Montgomery, Ala.

AIR FAX: Program follows no set form, has no distinct pattern, but it is the self-same quarter-hour feature, same talent, same station, same time, that was first heard by WSFA listeners ten years ago. Interviews, and talks on anything under the sun are the staple commodities in the listener's fare. While on occasion, commentator Brown will go through an entire period without a single commercial she sometimes fills the entire quarter-hour with sales talk; changes in store policies, best buys, etc. Like the program itself, commercials are ad-libbed. Interviews with department managers, factory representatives and demonstrators are also taken in stride. Puff for radio: program has resulted in sales of articles extensively advertised in other media without results.

First Broadcast: December 13, 1932.

Broadcast Schedule: Monday through Saturday, 9:15-9:30 A.M.

Preceded By: Transcription.

Followed By: News.

Sponsor: Montgomery Fair.

Station: WSFA, Montgomery, Ala.

Power: 1,000 (d).

Population: 69,738.

COMMENT: Comparatively nominal cost of a program of this kind makes it a good bet for almost any sponsor. An established *radiogenic* personality builds up a wide listener circle, and consistent users of such programs get full measure in return.

Men's Wear

NEWS "Our store is one of the oldest, if not the oldest, consistent radio advertiser on WDAY. We feel that radio advertising has held a very responsible position in building our business.

"When we started advertising over WDAY about 15 years ago, we felt that radio would give us better coverage than we could get through any other medium because Fargo is the largest city in this territory, and has a trading area of 100 to 150 miles in all directions.

"Our objective, of course, was to gain the largest sales possible. Radio was comparatively new at that time, but we thought we would give it a whirl. We started with a small announcement cam-

paign, and gradually increased it to the point where we were using one 1-minute announcement, six days a week, at noon-time.

"In the fall of 1939, when news became more important due to the war, we decided to buy a ten-minute newscast. We immediately noticed increased traffic in sales, although we didn't carry out any particular merchandising campaign with this newscast.

"In January of 1940 we conducted a sale and used radio practically exclusively. We found that our sales was one of the most successful sales we have had since we've been in business. In February of 1940 we had an increase of 102 per cent over a year ago. Naturally we can't give entire credit to radio, but we feel it was a very great factor. We feel that our consistent radio advertising has built business for us for many years to come and that our radio advertising has been the leading outside factor for our success."

L. C. DEVENER

Vice President

Howard's Stores, Inc.
St. Paul, Minn.

AIR FAX: *First Broadcast:* Fall, 1939.

Broadcast Schedule: Monday through Saturday, 12:30-12:40 P.M.

Sponsor: Howard's Clothing Store, Fargo, No. Dak.

Station: WDAY, Fargo, No. Dak.

Power: 5,000 watts.

Population: 36,669.

COMMENT: While even sporadic use of radio advertising pays dividends, Howard's CLOTHING rightly attributes much of its phenomenal success to its *consistent* use of the advertising medium best suited to its particular business needs.

Dry Goods

750 CLUB "We have just completed our first year of radio advertising, and we have found many new customers in the area from three to 50 miles from Portsmouth which we had been unable to reach before through newspaper advertising. WHEB's 750 Club has not only brought us new friends, but it has

proved conclusively to us that radio advertising pays!

"From January 1 to March 1 we offered gifts through the *750 Club* 64 times. During January alone, 21 out of 22 members of that club, not only heard their names called for a gift from our store, but took the trouble to come into Portsmouth to get it. In February, 13 out of 20 called, and in March, 16 out of 22; thus, making a total of 50 out of the 64 times we offered gifts.

"This seems all the more extraordinary to me when you realize that 35 of the 50 members that came in were from that area of three to 50 miles from Portsmouth and not from the city itself.

"We are more than confident that our listening audience consists of 50 per cent of the radios in this immediate area."

GEORGE H. KIMBALL

*Kimball's Mill Remnant Store
Portsmouth, N. H.*

AIR FAX: Any WHEB client whose average billing amounts to ten dollars or more per week is privileged to be included in the club. Client is given a brief selling reference of some 5 to fifteen words about his business or product. Each is required to award a gift at least three times per week, may award a gift on all five days on which the *750 Club* is presented. Gift recipients are selected from the membership roster of the *750 Club*. Members who hear their names read on the program must acknowledge the fact by letter or post card postmarked the same date and day that her name is announced.

When *Miss 750* receives the acknowledgment, she sends listener an official gift card which entitles the recipient to go to the firm indicated, receive her gift.

Format is designed for the mothers of New England and their homes. From WHEB's musical library, effort is made to offer every piece of music listeners want. Associated Press leased wires provides *Miss 750* with daily features of interest to women. Club also features news at 10:00 A.M. Wedding anniversaries and birthdays of members receive air mention. Selected household and cooking hints in limited amounts round out the club.

Pieces of the hour-long show are sold in units of from one to 15 minutes. At the 9:30 A.M. opening gun, four spots are run in before the 10:00 A.M. *News* presented by the New Hampshire Gas & Electric Co. At 10:05 A.M. a women's shop presents ten minutes of Bing Crosby recordings. In the 10:15-10:30 A.M. interval, *Miss 750* presents three or four more spots. *Listen Ladies*, an AP Telescript, goes on the air at 10:30 A.M. for a Portsmouth department store. The whole thing adds up to the *750 Club*.

First Broadcast: August, 1941.

Broadcast Schedule: Monday through Friday, 9:30-10:45 A.M.

Preceded By: Morning Devotions.

Followed By: Light of the World.

Sponsor: Kimball's Mill Remnant Store, New Hampshire Gas & Electric Co., others.

Station: WHEB, Portsmouth, N. H.

Power: 1,000 watts.

Population: 25,000.

COMMENT: Dynamite to quick building of a large listener-group are give-

away offers. Here is a show built completely along these lines, and the experiences of this one sponsor indicate its heavy listener appeal to the distaff side. Program provides excellent direct contact and good will between sponsor and potential customers. Length of show insures each participating sponsor maximum weight for his commercial message.

Drug Stores

SYMPHONIC HOUR "This program went on the air about the first part of August, 1941, and while it did take several months before any results were forthcoming, we find this program to be very productive. Commercials used on this show are limited to three 100-word announcements. It is a very high type of program, using selections of famous symphonies, generally in their entirety.

"A recent impartial survey taken by HOOPER-HOLMES AGENCY reported that our program has a 23 per cent listening audience, which we estimate to run, roughly, about 400,000 in this market. Our radio program is used strictly for an institutional build-up.

"We distribute close to 250,000 program listings each month, which contain a log of the entire month's programs. These are distributed through our stores and by mail."

A. H. MOSENSON

*Advertising Manager
Stineway Drug Stores
Chicago, Ill.*

AIR FAX: Program format: a full hour of symphonic music six nights a week, Sunday through Friday.

First Broadcast: August 18, 1941.

Broadcast Schedule: Sunday through Friday, 10:00-11:00 P.M.

Preceded By: News.

Followed By: News.

Sponsor: Stineway Drug Stores.

Station: WIND, Chicago, Ill.

Power: 5,000 watts.

Population: 3,440,420.

COMMENT: STINEWAY DRUG STORES persevered, even though results from its radio offering were not immediately forthcoming. *The pay-off:* a 23 per cent listening audience, and increased sales. (For story, see *Showmanship in Action*, p. 101, March, 1942.)



SHOWMAN PATTERNS

Shows cut to fit a pattern for sponsorship are presented here.

Department Stores

EYE WITNESS NEWS When KOBACKER'S DEPARTMENT STORE, Portsmouth, Ohio, took to the airwaves and WPAY with *Eye-Witness News*, the series was given an institutional job to do. In place of commercials, war effort plugs earn the good will of listeners.

PATTERN: Here is the copy used in broadcast number 3.

ANNCR: (Cold): Presenting . . . EYE-WITNESS NEWS!

THEME: PLAY E.T. THEME DISC CUT NO. 3 TEN SEC. . . THEN UNDER.

ANNCR: Kobacker's again take pleasure in bringing you EYE-WITNESS NEWS. It is because Kobacker's realize that the American people want an ever clearer, ever more accurate picture of the news that is making America's history, that they have arranged to bring you each week these exclusive transcribed dramatizations, based on the actual eye-witness reports of Associated Press correspondents at the battle fronts of this global war.

THEME: BRING UP E.T. THEME DISC CUT NO. 3 TO FINISH.

ANNCR: As you listen to these stirring accounts of the sacrifice which your fellow-Americans are making for you on the far flung battle grounds of the world, won't you take brief stock of what you are doing here at home? Have you really made any sacrifice which is worthy to compare with theirs? Yes, you've bought War Bonds, but have you bought them to the limit of your ability . . . bought them in other words, 'til it hurts? You've taken some interest in Civilian Defense, yes, but have you taken an ACTIVE part in it? You've contributed to the scrap drive, but have you really gone out of your way to search the remote places of your premises for salvage materials? These are questions which Kobacker's suggest you ask yourself, as you listen to today's story from the front lines! and now . . . here is Larry Elliott with today's EYE-WITNESS NEWS!

PROGRAM: PLAY EYE-WITNESS NEWS PROGRAM NO. 3.

THEME: PLAY E.T. THEME DISC TRACK NO. 3 TEN SEC. . . THEN UNDER AND OUT.

ANNCR: You have been listening to EYE-WITNESS NEWS, brought to you by Kobacker's, through a special arrangement with the Associated Press, whose correspondents throughout the world, daily EYE-WITNESS the news. Here is one way you can get in the fight to defeat our enemies without taking a step out of your house. You can do it by conserving fuel. You see, our transportation system, that is, our trains and our trucks are essential to our all-out war effort. The less coal they have to transport to your home, the more material they can transport to our production factories and our fighting fronts. To help save fuel this winter, try to maintain an even temperature of 65 in your home. Check your heating equipment now to make certain it is in good working order.

Call in a heating expert, if necessary. Remember, when you take these steps to save fuel, you are serving your country and safeguarding your home. This message, accompanying today's transcribed broadcast of EYE-WITNESS NEWS, was presented as a patriotic service to the listeners of this station by Kobacker's in Portsmouth. Kobacker's invite you to tune in next Sunday at 5:15 when you will hear the thrilling story of *Carlson's Raiders*.

THEME: TILL END OF PERIOD.

AIR FAX: First Broadcast: October 4, 1942.

Broadcast Schedule: Sunday, 5:15-5:30 P.M.

Preceded By: Hawaii Calls.

Followed By: It's Wheeling Steel.

Sponsor: Kobacker's Department Store.

Station: WPAY, Portsmouth, O.

Power: 250 watts.

Population: 53,304.

Producer: Frederic W. Ziv.

COMMENT: Gone, or almost gone, are the days of *price* appeal. And today, merchants with stocks hardly large enough to get them through the Christmas season, sometimes ask: "*Why radio, now?*" Here is one answer; the institutional campaign.

Advertisers definitely have a wartime job to do, and that is to help win the war. Certainly the public will remember with gratitude the sponsor who gives variety and spice to oft repeated, but vital and necessary wartime reminders.

While sponsor here devotes its entire commercial message to plugging War Bonds, other patriotic activities, he is also building for increased business when the war is over. War Bond purchase today is money in the pocket for tomorrow's civilian.

Other wartime uses for radio: with store personnel depleted, buying habits have to be changed, and to avoid the jam-up of peak buying hours, department stores might well take to the air. Too, new credit restrictions, delivery regulations, other war-born problems need to be explained. (For another story on *Eye-Witness News*, see p. 410.)



THE IDEA FILE

A directory of local programs
reviewed in RS this past year.

ADVENTURE

- Adventures with Admiral Byrd* Dramatized broadcasts by America's No. 1 explorer. 6-42, p. 212.
- Federal Agent* Crusade against the lawless is the peg for this transcribed series. 11-42, p. 384.
- Mystery Club* Radio dramatizations of spine-chillers, heard for Dominion Clothing Store on CKOC, Hamilton, Ont. 11-42, p. 385.

AMATEUR SHOWS

- Junge Amateur Hour* Weekly show for Junge Bakery. 1-42, p. 31.
- Tri State Roundup* Amateur show from local theatre. 3-42, p. 103.
- Children's Hour* Saturday morning show from the Brown-Dunkin department store, heard over KTUL, Tulsa, Okla. 6-42, p. 187.
- Jones Kiddies Show* Amateur show with plenty of merchandising for Jones Fine Bread. Heard over WACO, Waco, Tex. 6-42, p. 190.
- Good Deed Radio Club* A variety show with amateur talent, plenty of merchandising hooks, heard over CKOC, Hamilton, Ont., for T. Eaton Co., Ltd. 6-42, p. 194.
- Miss Winnie's Jolly Juveniles* Juvenile singers and musicians strut their stuff. 6-42, p. 205.
- Young Stars of Tomorrow* Stephen's Women's Apparel, Rochester, N. Y., hasn't missed a Sunday broadcast since June, 1935. Prizes for best amateur kid talent on this WHEC show. 9-42, p. 325.
- Tech Junior Jamboree* Merchandised to the hilt is this weekly kiddie amateur show. 10-42, p. 340.

ANNIVERSARIES AND SPECIAL EVENTS

- Golden Jubilee* Bank commemorative broadcast. 1-42, p. 23.
- Lodi Wine & Grape Festival* On the spot KROW, San Francisco-Oakland, Cal., coverage for Shewan-Jones Winery. 2-42, p. 61.
- Navy "E" Award* How the public listened in to the ceremonies on WFIL, Philadelphia, Pa., for Lukens Steel Co. 7-42, p. 244.
- Commuter's Christmas Party* Annual KROW, San Francisco-Oakland, Cal., show to perpetuate old Yule parties for East Bay commuters. 10-42, p. 349.
- Opportunity Day* Merchant get-together on city-wide sales plugged via the airwaves. 11-42, p. 390.
- Light on the West* Salute to Cheyenne Frontier Days over KOA, Denver, Col., sponsored by Public Service Corp. of Col. 11-42, p. 390.

CIVICS AND GOVERNMENT

- Clifton on the Air* A Chamber of Commerce program to attract homeseekers to Clifton, N. J. 1-42, p. 19.
- Americans All* Dramatic scripts stressing the contribution of alien groups to the social and political life of America. 11-42, p. 395.

CONTESTS

- Starkist-Crosley Contests* Winners coin most words from sponsors' trade name. 1-42, p. 30.
- Good Neighbor Contest* Newspaper promotion stunt on WOL, Washington, D. C. 3-42, p. 98.
- Ruth's Birthday Program* Birthday twist to a giveaway show. 6-42, p. 202.
- Jolly Joe* Dogs given to moppets for best names submitted. 6-42, p. 210.
- Bottle Cap Auction* Merchandise for bottle caps in lieu of money. 6-42, p. 210.
- National Big Money Bee* Streamlined, audience-participation spelling contest. 7-42, p. 232.

- Christmas Capers* Contest angle on this musical show for participating sponsors: turkeys for correct count on number of times key word is used. 10-42, p. 347.
- Lucky Money* Darts thrown at a city map determine winning block each night. First resident in that section to call WFIL receives prize from Philadelphia Ass'n of Retail Druggists. 11-42, p. 392.

DRAMA

- Radio Theatre of Famous Classics* Transcribed series dramatizing book classics. 4-42, p. 135.
- This Thing Called Love* Transcribed dramatizations of great love scenes in history. 5-42, p. 154.
- Five Minute Mysteries* Transcribed series of 5-minute mysteries. 5-42, p. 170.
- The Johnson Family Network* offering dealing with Southern Negro folks heard over WSIX, Nashville, Tenn., for Hermitage Coffee. 6-42, p. 192.
- Doctor Mac* Problem solver for his numerous patients is this Australian physician and surgeon. Transcribed. 8-42, p. 276.
- True Detective Mysteries* East Oakland Trading Co.'s offering over KROW, San Francisco-Oakland, Cal. 12-42, p. 419.

EDUCATION

- Let's Learn Music* Music lessons for grade schoolers on WSIX, Nashville, Tenn. 1-42, p. 22.
- Let's Speak Spanish* Language lessons. 3-42, p. 98.
- Your Safety Scout* A variety show to stimulate better driving. 4-42, p. 130.
- Bridge Club* Lessons on the game by expert Robert Lee Johnson. 5-42, p. 173.
- Let's Take a Look in Your Mirror* Style and charm tips in this transcribed series. 6-42, p. 204.
- The Singing Master* Music lessons from Strawbridge & Clothier, Philadelphia, Pa., to WFIL listeners. 12-42, p. 204.
- Know Your Furs* Fur facts for WJPR listeners from Rosenthal's, women's apparel, Greenville, Miss. 12-42, p. 421.

FARM

- Farm House* A full hour farm show. 1-42, p. 21.
- Andy's Farm Family Circle* Rural sun-up stint. 3-42, p. 104.
- Hoosier Farm Circle* Information of interest to rural communities, on WFBM, Indianapolis, Ind. 8-42, p. 267.
- Frank Field* Farm advice of all kinds. 8-42, p. 279.
- Marketcasts* Market forecasts of the day. 8-42, p. 280.
- Big Boy Baby Chicks* Butterfat, poultry and egg market reports on this WCBS, Springfield, Ill., show for Illinois State Hatcheries. 8-42, p. 281.
- Alarm Clock Club* Farm show for early birds on KOA, Denver, Col. 8-42, p. 282.

FASHIONS

- Style Trends* News program slanted at women, on WJPR, Greenville, Miss. 1-42, p. 26.
- B & M Messenger* Daily five-minute style notes. 12-42, p. 412.
- Fashion Roundtable* Semi-weekly WCBS show for the W. H. Roland Store, women's and children's apparel specialists, Springfield, Ill. 12-42, p. 416.

FOOD

- Kitchen of the Air* Recipes and menu planning on WFBM, Indianapolis, Ind. 1-42, p. 25.
- Mike's Luncheon Party* A radio broadcast luncheon party. 5-42, p. 154.
- Four Star Kitchen* Recipes, menus and general household hints for Sears, Roebuck & Co. 5-42, p. 163.

Best Buys Fruit and vegetable shopping tips of the day. 8-42, p. 260.

Around the Town How WTCN's Northwest Homemakers Testing Bureau sells its sponsors products on Ann Ginn's show. 9-42, p. 298.

Special Food Show Two day gala event to celebrate reopening of grocery market. 11-42, p. 388.

Magic Kitchen *Magic Kitchen Bulletin* a monthly tie-in on this woman's show. 11-42, p. 392.

Cookies for Rookies Listeners bake 'em, get sponsor's reward for letters from soldiers who eat 'em. 11-42, p. 393.

HISTORY

Montana Boosters Hour-long afternoon show, on KGIR, Butte, Mont. 1-42, p. 24.

I Am An American Five-minute transcription dramatizing historical events and 10 minutes live. 2-42, p. 64.

Voices of Yesterday Transcribed radio-dramatized series featuring actual voices of celebrities of the past. 3-42, p. 88.

California Story Teller True tales of early California history. 4-42, p. 132.

This Is America Dramatized episodes in American history transcribed. 6-42, p. 211.

Doctors Courageous Quarter-hour self-contained true stories of famous names in medical history. 7-42, p. 241.

HOBBIES AND RECREATION

Camera Club of the Air Lessons for those bitten by the photography bug. 6-42, p. 205.

Bridge Game Teams play out the rubbers before the mike. 11-42, p. 391.

HOMES AND GARDEN

Table Talk Around-the-table chat show for Ohio China Co. on WSPD, Toledo, O. 1-42, p. 16.

Women's 580 Club Home forum chats on WCHS, Charleston, W. Va. 1-42, p. 25.

Eleanor Early Suggestions are made for more economical ways of living on this WOL, Washington, D. C., show for Pepperell Manufacturing Co. 11-42, p. 385.

750 Club A little bit of everything on this participating show heard over WHEB, Portsmouth, N. H. 12-42, p. 427.

HUMAN RELATIONS

Mrs. Tucker's Smile Program A *chins up* morning show with music and poetry. 5-42, p. 174.

Songs of Cheer and Comfort Gospel songs, favorite tunes and homespun philosophy are the feature of this transcribed series. 6-42, p. 213.

Stoick's Radio Almanac Odds and ends of this and that of general interest to all. Show is sponsored by Stoick Cut Rate Drugs, on KGVO, Missoula, Mont. 8-42, p. 264.

Minute Man A little bit of everything on this show which has gone past its 3,239th consecutive daily-except-Sunday broadcast. 9-42, p. 295.

Country Store Christmas feature on WOL, Washington, D. C., designed to raise money for charity. 10-42, p. 338.

Cakes for Charity A Christmas angle on a daily morning show. 10-42, p. 347.

Santa's Helper Ashtabula, O., West End Merchants play Santa Claus, raise gifts through listeners for the needy over WICA. 10-42, p. 346.

WLVA Christmas Party A six-hour stretch, with local talent. Purpose: to raise funds for the needy. 10-42, p. 348.

INTERVIEW

Famous Fathers Interviewed on each of these transcribed programs is a famous man who is also a father. 1-42, p. 21.

Who's News NBC transcribed interviews with celebrities. 2-42, p. 64.

Maud Muller Man-About-Town Interviews with women's and men's clubs, actors, etc. 5-42, p. 155.

Man-at-the-Clubs Pinch-hitter for the *Man-on-the-Street*. 5-42, p. 156.

Bray's Grand Opening Special broadcast on KILO, Grand Forks, N. D., to celebrate grand opening of Bray's Ladies' Apparel. 5-42, p. 170.

Let's Go Places Broadcasts direct from the scene of interesting places and things. 6-42, p. 202.

On Display Interviews with officials from Syracuse's (N. Y.) commercial, industrial and social organizations on this WFBL musical show for Merchants National Bank & Trust Co. 8-42, p. 285.

Santa on the Street Interviews with youngsters. 10-42, p. 335.

Guest of Honor Dealer interviews, music and prizes on the week-day show. 11-42, p. 373.

JUVENILE

Superman Comic strip hero is the star of this transcription series. 6-42, p. 196.

Johnny Jump Up Club Feature of this fairy tale series: a birthday book. Heard over KROW, San Francisco-Oakland, Cal., for Capwell's. 6-42, p. 202.

Tick-Tock Story Time Store broadcast of fairy tales. 6-42, p. 207.

Ann of the Airplanes Aviation action series, transcribed. 6-42, p. 212.

Br'er Fox Club Movies, stage acts and community singing raise the rafters in this weekly KFH, Wichita, Ka., show. 6-42, p. 206.

Contact Santa A Christmas remote for Stampfer's Department Store, Dubuque, Ia., on KDTH. 10-42, p. 334.

Chimney Express Daily quarter-hour Christmas show. 10-42, p. 336.

Streamlined Fairy Tales Transcribed show for the nippers. 10-42, p. 344; 12-42, p. 425.

Santa's Magic Christmas Tree Transcribed Christmas feature which includes a complete promotional plan. 10-42, p. 344.

Story Teller Music appreciation and stories for youngsters as the H. C. Capwell good will gesture over KROW, San Francisco-Oakland, Cal. 12-42, p. 420.

MUSIC

Dream House Dance music for lumber company. 1-42, p. 30.

Hello Gorgeous Hawaiian music and one rhymed commercial for a Philadelphia furrier. 1-42, p. 32.

Tap Time Variety show for Fort Pitt Brewing. 3-42, p. 79.

Old World Melodies Folk musical program for Benesch-Federman Furniture. 3-42, p. 86.

Moment of Memory Old songs leading into commercial for Brass Rail Restaurant. 3-42, p. 99.

Shorty & Sue of Coors Western songs, ballads and popular tunes for brewery on KOA, Denver, Col. 3-42, p. 100.

Symphonic Hour Full hour of classical music on WIND, Chicago, Ill., for Stineway Drug Stores. 3-42, p. 101.

Platterbrains Musical quiz show. 4-42, p. 134.

Roy Hall and His Blue Ridge Entertainers Hillbilly and folk music. 4-42, p. 138.

Dinner Dance Recorded and transcribed music. 4-42, p. 138.

Yawn Patrol Club Telephone request show. 5-42, p. 156.

The Man Behind the Music Biographical details on composers included in this program of popular and semi-classical music on WIND for Cousins' Jewelry Co. 5-42, p. 158.

Julie O'Neil & Co. Hit tunes, unusual band and vocal arrangements on this KSD, St. Louis, Mo., show. 5-42, p. 167.

The Aristocratic Pig Music from hillbilly to light classics. 8-42, p. 262.

Welcome to Peaceful Valley Real estate property descriptions between musical selections on this WICA, Ashtabula, O., show. 8-42, p. 278.

Dedication Classical and semi-classical ballads. 8-42, p. 284.

Music of All Nations A 10:00-11:45 P.M. package stint preceding Christmas Eve Midnight Mass. 10-42, p. 345.

Christmas Carol While most of the shows in this Christmas series were musical, special transcribed programs were used on occasions. 10-42, p. 347.

Highway Harmony Backbone of this quarter-hour in the interests of safety is recorded music. 11-42, p. 394.

Morning Melodies Department store morning offering. 12-42, p. 408.

Broadway Canteen Soldier popularity determines songs used on this KSD show for Union-May-Stern, home furnishings, St. Louis, Mo. 12-42, p. 422.

Irish Hours Nationality show. 12-42, p. 423.

Patterns in Melody Music is the backbone of this merchandising show. 12-42, p. 423.

Sally Flowers Hillbilly and cowboy songs with plenty of ad libbing. 12-42, p. 424.

Symphonic Hour A full hour of symphonic music on WIND, Chicago, Ill., for Stineway Drug Stores. 12-42, p. 427.

NEWS

Newscast News for Granite Furniture Co., Salt Lake City, Utah, on KDYL. 1-42, p. 32.

On the News Front News promotes ambulance service and mortuary on WMBD, Peoria, Ill. 2-42, p. 48.

Face of the War Transcribed war news feature. 2-42, p. 50.

Gilbert Forbes News News show on WFBM, Indianapolis, Ind. 2-42, p. 66.

Morning Newspaper of the Air National and local news show. 2-42, p. 67.

Hub News Hub Department Store news feature on WSTV, Steubenville, O. 3-42, p. 83.

Birth of a Nation Announcements of Nashville, Tenn., births over WSIX, for Commerce Union Bank. 3-42, p. 99.

Gallo Continuous Newsreel Full hour show on KHJ, Los Angeles, Cal., for winery. 4-42, p. 130.

High Noon and Time for News Quarter-hour daily newscast on WSPD, Toledo, O., for First Federal Savings & Loan. 4-42, p. 138.

Good News Lighter side of the news. 4-42, p. 139.

Week-End Business Review Sundry items on the nation's economic setup. 4-42, p. 141.

Peters News News slanted at women featured on this KROW show. 5-42, p. 174.

High School Reporter of the Air News items about school life beamed at high school students. 6-42, p. 204.

History in the Making News reviews of the week for public school listening. 6-42, p. 206.

Highlights and Headlines Bank newscaster gives a weekly summary of the news for Commercial Bank, Ashtabula, O., over WICA. 7-42, p. 248.

News on the Hour Mandel Bros. go on an around the clock sked on WIND, Chicago, Ill. 8-42, p. 276.

News and Music Half hour of news and music. 8-42, p. 282.

Overnight Final Four years uninterrupted sponsorship. 9-42, p. 292.

Tomorrow's News Tonight Quarter-hour of bedtime news seven days a week for Clarke's Good Clothes, over KTUL, Tulsa, Okla. 9-42, p. 324.

Aberdeen News KDYL newscast to sell coal in summer, change wintertime fuel buying habits. 11-42, p. 370.

Keeping Up With the World A feminine news commentator is the feature of this program for Fred Benioff, Furrier, on KROW, San Francisco-Oakland, Cal. 11-42, p. 383.

Across the Desk News of special interest to businessmen. 11-42, p. 396.

News for Breakfast First news round-up of the day. 11-42, p. 396.

Background of the War Interpretation of events of the day in terms of what happened in the past on this WFBL, Syracuse, N. Y., program for Syracuse Trust Co. 11-42, p. 397.

Eye-Witness News Lasalle & Koch Department Store, Toledo, O., uses this transcribed series as an institution builder on WSPD. 12-42, p. 410, 428.

Roland's News Women's and children's apparel specialists take on exclusive WCBS news broadcasts in Springfield, Ill. 12-42, p. 416.

Women in the News Women who rate the day's headlines get the spotlight. 12-42, p. 421.

Howard's News A ten-minute newscast to increase business volume in men's wear. 12-42, p. 426.

PATRIOTIC

Military Matinee A variety show for Arundel Ice Cream Co. 2-42, p. 48.

Fall Out for Fun Variety show on WBBM, Chicago, Ill., which originates from army camps. 2-42, p. 58.

Bugle Call Jamboree Quiz show for army men. 2-42, p. 58.

You Tell 'Em Soldier Quiz show for soldiers. 2-42, p. 59.

Present Arms! On-the-scene broadcasts to depict life in the U. S. Army. 2-42, p. 59.

Smokes for Soldiers Sponsor sends smokes to army on a proof-of-purchase angle. 2-42, p. 60.

Spelling for Defense Old-fashioned spelling bee in modern dress for First National Exchange Bank.

All Out for Victory Army show designed to sell War Bonds on KDYL, Salt Lake City, Utah. 4-42, p. 118.

March of Victory Discussions of little known phases of national defense. 4-42, p. 134.

Drive for Victory Interview show to sell War Bonds and Stamps. 5-42, p. 155.

Imperial Leader Dramatized, transcribed version of the life of Winston Churchill. 5-42, p. 175.

I Am An American Transcribed series with 10 minutes "live" heard over KTUL, Tulsa, Okla., for Brown-Dunkin Department Store. 6-42, p. 187.

The American Challenge Transcribed show similar to Du Pont's *Cavalcade of America*. 6-42, p. 188.

Our Buddies Letters from soldiers are used on this KSD, St. Louis, Mo., show. Strong merchandising angle for Food Center and Jim Remley Super Stores. 8-42, p. 277.

Flying for Freedom Dramatized exploits of the Canadian R.A.F. on this transcribed show. 8-42, p. 277.

Court of Honor Nippers go the army way to sell War Bonds and stamps on this WGR, Buffalo, N. Y., show. 8-42, p. 285.

Merchants for Victory WPAR, Parkersburg, W. Va., joins with merchants to sell War Bonds and Stamps. 11-42, p. 377.

Winchester Victory Playhouse Variety show produced by employees to promote sale of War Bonds and Stamps. 11-42, p. 378.

Victory Legion Mullett-Kelly Co. goes all out to sell War Bonds and Stamps over KDYL, Salt Lake City, U. 11-42, p. 378.

Paterson Savings Time Prelude to music and dramatic narrative: *Any Bonds Today?* 11-42, p. 379.

Bond Brigade Round-table discussion on War Stamps and Bonds led by employees of sponsor-of-the-night, on this participating show. 11-42, p. 379.

Flowers to Savannah's Own Tribute to men and women in armed service. Posies for nearest-of-kin in the home town. 11-42, p. 383.

Paging John Doe Sponsor here pays tribute to the John Does of America in a quarter-hour of philosophy. 11-42, p. 385.

Your Defense Reporter Activities of a local nature in support of the national civilian defense program are chronicled here. 11-42, p. 385.

King Coal Listeners are taken on an imaginary tour of the home front. 11-42, p. 388.

Army-Navy "E" Award Local and network listeners got an earful of this ceremony. 11-42, p. 389.

You Can't Do Business With Hitler Dramatized experiences of an American Commercial Attache in Berlin, transcribed. Show is heard on CKOC, Hamilton, Ont. 12-42, p. 422.

QUIZ

Guess What Quiz feature on WBRC, Birmingham, Ala. 1-42, p. 9.

Elmer Jamboree Studio quiz program for Elmer Candy Co. 1-42, p. 13.

Squire on the Square Studio quiz show on WFIL, Philadelphia, Pa. 2-42, p. 55.

Current Events Quiz Juvenile quiz show. 3-42, p. 101.

Radio Auction Quiz Copyrighted show with audience getting money for looney items. 3-42, p. 102.

Do You Know the News? Quiz on the news. 4-42, p. 131.

Golden Light Money Man Syndicated script show giving away cold cash for wacky items. 4-42, p. 133.

For Men Only Stogies for correct answers to questions on current events. 4-42, p. 139.

Mike's Luncheon Party Sentence building games, other parlor entertainment, with grocery orders for winners. 5-42, p. 154.

Homemaker's Club Audience participation show with strong merchandising angles. 5-42, p. 159.

Defense Quiz Questions on American history, etc., are used in this audience participation show. 5-42, p. 167.

Quiz Battle of the Century Employees of participating sponsors face a barrage of questions. 5-42, p. 169.

Calling All Kitchens Quiz show for the femmes. 5-42, p. 172.

Our City Cousins City folk harvest coin for answers to questions with a farm tang. 8-42, p. 277.

Calling All Kitchens Shekles for correct answers on this KROW kitchen quiz for Remar Baking Co., Oakland, Cal. 8-42, p. 279.

Hold the Phone, Please Listeners get prizes for answering their telephones. Ante is raised if quizzee can give the key word. 12-42, p. 424.

RELIGIOUS

Singing Salesman Hymns over WBRC, Birmingham, Ala. 1-42, p. 9.

In His Steps Transcribed story based on the autobiography of crusading minister Dr. Charles M. Sheldon. 8-42, p. 272.

Devotional Singers A quarter-hour of devotional music for rural communities. 8-42, p. 280.

Word of Life Hour Gospel hymns, three-minute testimonies, and a religious message are used on this weekly show. 11-42, p. 394.

Queen's Hour Church lore, music and parish news. 12-42, p. 421.

SHOPPING COLUMNS

Cues for Christmas Christmas feature for participating sponsors. 10-42, p. 248.

Let's Talk Shop Prizes for best letters on this participating show. 10-42, p. 350.

Around the Town A little bit of everything, with emphasis on merchandising. 12-42, p. 426.

SPORTS AND OUTDOORS

Up-Ski An around-the-stove ski chat on KROW, San Francisco-Oakland. 1-42, p. 22.

Strikes and Sparer Frame-by-frame descriptions of bowling matches. 1-42, p. 24.

Speaking of Sports News of sporting events on WICA, Ashtabula, O., for brewery. 3-42, p. 102.

Fishin' Fool Anglers tune in the B. Simon Hardware Co.'s show on KROW, San Francisco-Oakland, Cal. 4-42, p. 128.

Golfer's Forum Topics of interest to the hook-and-slice brethren. 4-42, p. 132.

Sportsman's Review Up-to-the-minute sports news. 4-42, p. 135.

Sports Round-Up A behind-the-scenes slant on current sports. 4-42, p. 140.

Yandi's Sport Slants Five-minute daily sports show on KGVO, Missoula, Mont., for men's clothier. 4-42, p. 141.

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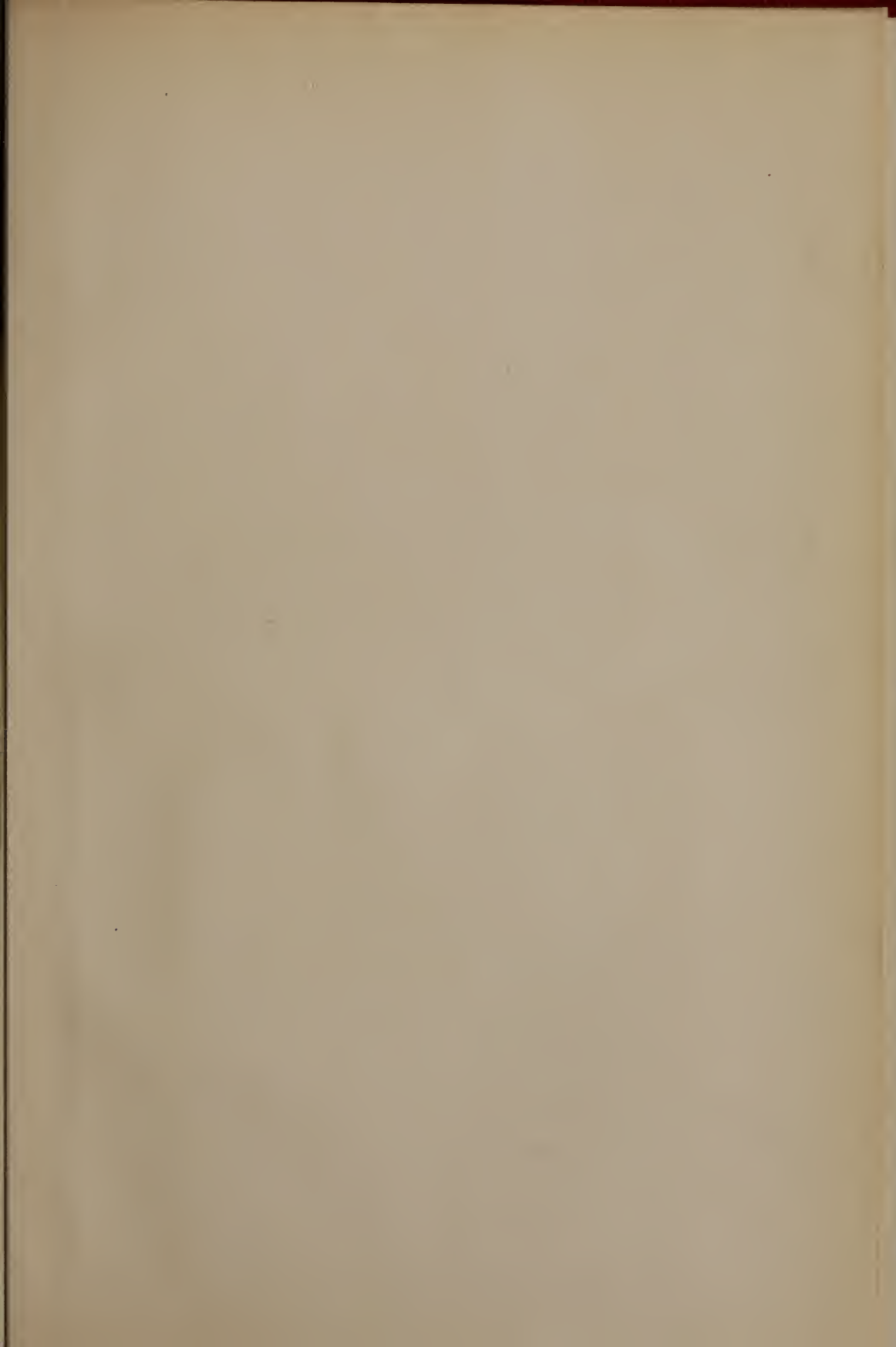
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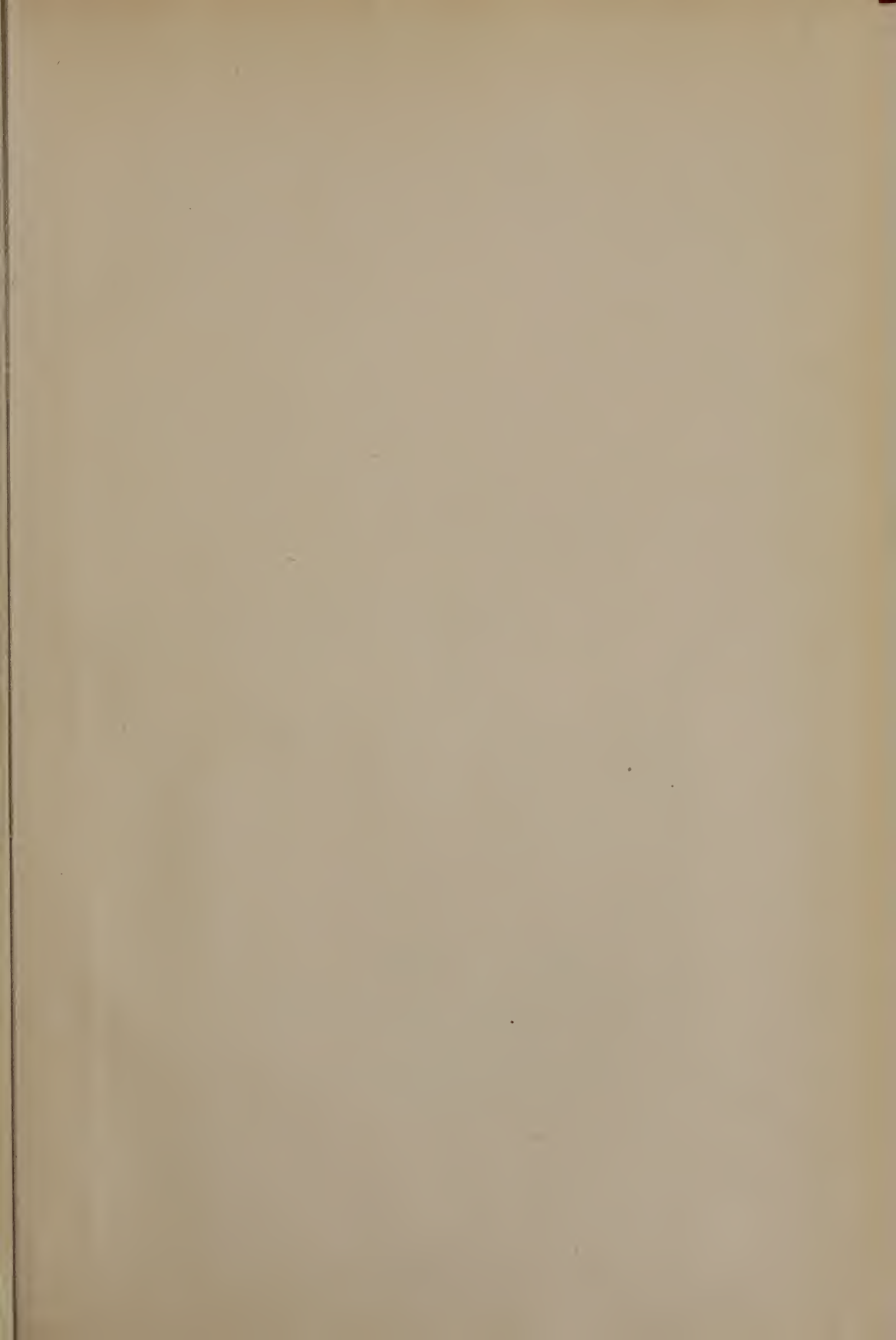


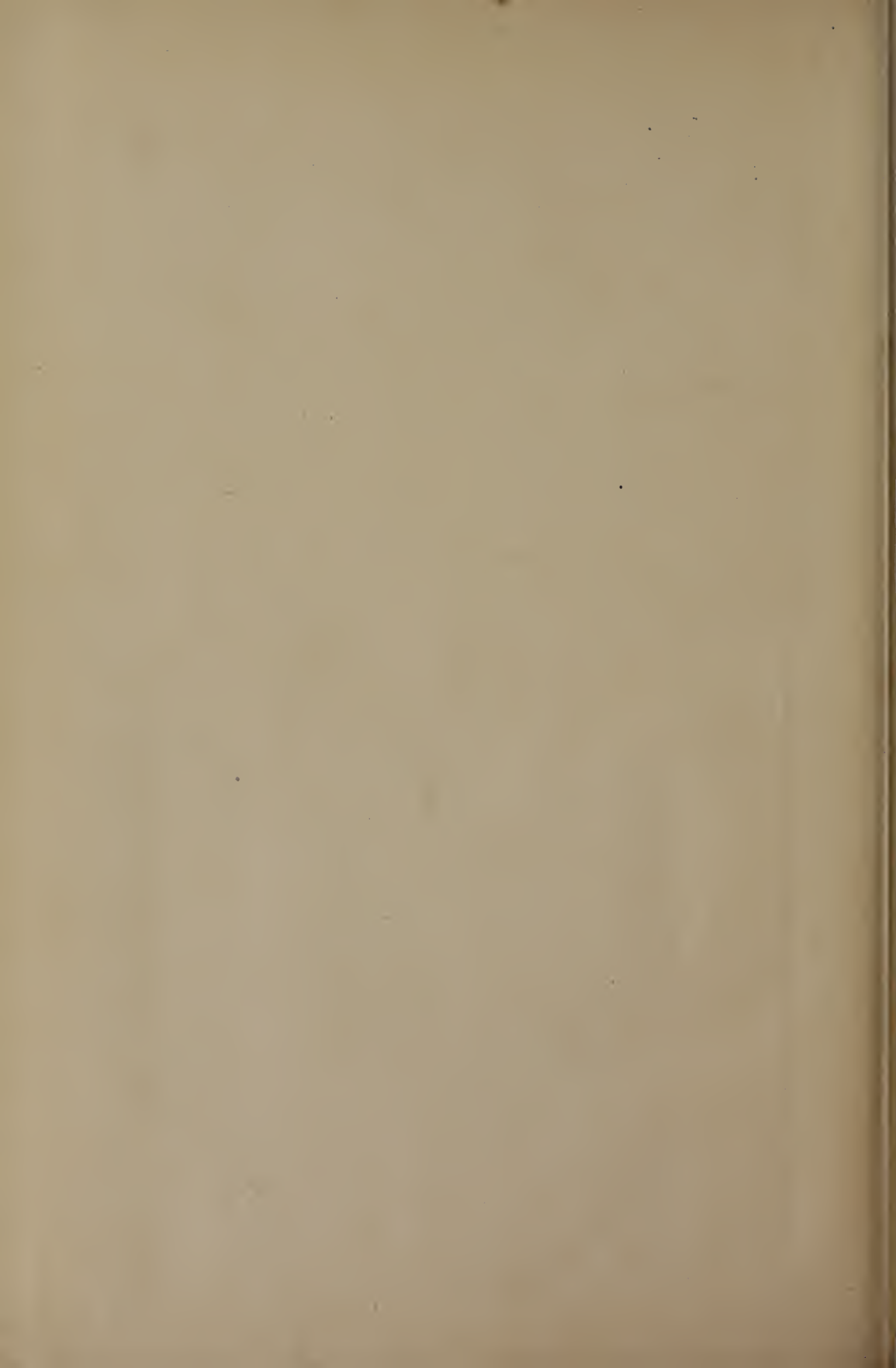
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